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BMI Accord With Government Imminent

Consent Decree Drafted, BMI Board Will Consider Its Provision Jan. 21; Clearance at Source Included

By SOL TAISHOFF

AMICABLE settlement of the Government's dispute with the broadcasting industry over the ASCAP-BMI music warfare is expected in a few days. A consent decree, embodying principles satisfactory both to the Department of Justice and to Broadcast Music Inc., has been drafted and will go before the BMI board for approval Jan. 21 at a special meeting which will be held in New York.

While past conversations have been marked by complications, it now is felt an agreement is virtually assured. The consent decree, of a conditional nature, will assure continued operation of BMI as a permanent entity in the music field. This step would remove the final obstacle in the path of the industry's effort to inject free competition into Tin Pan Alley.

No Sign of Revolt

While the task of operating without ASCAP music admittedly has not been an easy one since the industry contracts with ASCAP expired Dec. 31, nothing approaching the dire developments predicted by ASCAP has occurred. Far from a revolt, the preponderant listener reaction has been in favor of radio. Broadcasters believe the battle against ASCAP already has been won and that with negotiation of the consent decree, removing the last vestige of doubt as to the legal status of BMI, ASCAP's arbitrary reign will end and that its future status in music will be only as the vendor of its catalogs on a "pay-as you-use" basis for all public performance for profit.

Following protracted conversations during the last fortnight, the most serious of the conflicts existing between the Anti-Trust Division of the Department of Justice and the broadcasting groups were reconciled and it is now tacitly agreed that a stipulated settlement will be worked out.

The conditional decree, it is expected, will provide for clearance at the source by the networks or originating stations within a year. The Department first insisted upon immediate clearance at the source, but finally saw merit in the suggestion that a year of grace be allowed to permit networks to adjust affiliation contracts and set up procedure with minimum hardship.

It is assumed the decree, being of a conditional nature, will assure continued operation of BMI as now established until ASCAP reforms its operations on a similar basis or until, as a result of litigation contemplated by the Department against ASCAP, it forcibly is required to mend its ways.

Conferences Held

Victor O. Waters, Special Assistant to the Attorney General in charge of the copyright case, conferred virtually all last week with BMI representatives. The latter included Godfrey Goldmark, BMI special attorney; Sydney M. Kaye, BMI executive vice-president and general counsel, and Neville Miller, NAB-BMI president and an attorney in his own right. Attorneys representing NBC, CBS and MBS also sat in the conferences and participated in discussions relative to the proposed consent decree draft.

Whereas the Government in its original announcement last month said it planned to bring criminal action against BMI, NBC, CBS and the NAB, as well as separate action against ASCAP, the decree under discussion would apply only to BMI. That is on the theory that adequate relief would be obtained by requiring BMI to conform to stipulations where the Government claims violation of the anti-trust laws. The Government alleged in effect that, BMI in league with the networks, proposed to boycott ASCAP music and that because BMI operates on a blanket license basis, fashioned on the ASCAP pattern, it did not meet the requirements of the anti-trust stautes.

Any decree worked out with BMI would automatically be available to ASCAP, since the Government feels it cannot place itself in the position of giving one enterprise an advantage over the other. ASCAP has not indicated any intention of seeking a decree, following the rupture of its conversations with the Department several weeks ago when the ASCAP board threw out such a proposal after ASCAP attorneys had agreed to it.

Litigation Hangs Heavy

Once the conditional decree is signed with BMI, the Department immediately proposes to file criminal informations against ASCAP in Milwaukee. It is logically assumed, however, that if ASCAP immediately makes overtures to the Department, proposing to put its house in order, then the criminal litigation would be held in abeyance.

If the conditional decree becomes effective, BMI will be required to alter its operating base by changing the provisions under which member stations pay a percentage of their receipts for the right to perform BMI music. This provision is subject to change under a rider to the ASCAP license agreement, which was adopted after complaint had been levelled against the ASCAP formula in assessing royalties. The current arrangement is that stations pay to BMI as a license fee one-half of the royalties paid ASCAP during 1937.

White Interested

Senator Wallace H. White Jr., who announced Jan. 10 that he planned to enter the ASCAP-BMI controversy unless steps are taken to end the turmoil, declared Jan. 17 he had been advised of the current conversations and would withhold action for a reasonable time. He said he felt the situation should not be permitted to go on indefinitely at the expense of the public.

With the provision for clearance at the source within a year, it is presumed the networks will immediately undertake conversations with their affiliated stations for an

(Continued on page 53)

19th Annual NAB Convention Set for May 12 at St. Louis

THE 19th annual convention of the NAB will be held May 12-15 at the New Jefferson Hotel, St. Louis.

Final arrangements for the convention have been completed by a special committee designated last December by NAB President Neville Miller, with approval of the board of directors. St. Louis was selected over the competitive invitations of some 60 cities and resorts.

It was decided to hold the convention in a central location because the 1940 sessions were held in San Francisco and those in 1939 in Atlantic City. Whereas previous conventions usually have been held in mid-summer, it was decided to schedule the meetings earlier this year to avoid conflicts with vacations.

Convention Problems

Because of numerous urgent industry problems, with copyright the paramount issue, it is expected the St. Louis convention will be well attended. Broadcasting's part in the national defense picture and the trend toward more rigid regulation of business aspects of the industry also will occupy important places on the agenda.

Selection of St. Louis was decided upon after completion of a survey by a special convention committee comprising Howard Lane, McClatchy stations, Sacramento; Clifford M. Chafey, WEEU, Reading; Frank M. Russell, NBC Washington vice-president. C. E. Arney Jr., NAB assistant to the president, was secretary of the committee and completed the housing arrangements.

Unlike previous conventions, the St. Louis sessions will open on Monday, May 12, rather than on Sunday. Registration, the NAB golf tournament for the BROADCASTING trophy, pre-convention committee meetings and other preliminary sessions will be held that day. Business sessions will begin Tuesday and run through Wednesday and Thursday. The banquet, it is tentatively planned, will be held Thursday night.

All of the St. Louis broadcast stations are sponsoring the convention and launched a vigorous campaign for it. Merle Jones, general

(Continued on page 48)

AFM's Licenses For Disc Firms Cut to Half-Year

As Experiment Says Petrillo; AFRA to Redraft Pact

ASSURED by the American Federation of Radio Artists that its first major move in 1941 will be the drafting and delivery of a code covering the employment of actors, announcers, singers and sound effects men on transcribed programs, the transcription manufacturers are also wondering if this year also will produce new demands from the American Federation of Musicians regarding the employment of its members by the transcription industry.

Applications for new AFM licenses covering the full year of 1941 were sent as usual to the musicians' union, which responded by issuing licenses dated to expire June 30, 1941, cutting the normal licensing period in half.

Questioned by BROADCASTING, James C. Petrillo, national president of the AFM, said: "There's no special reason. We just decided to try it out and see how it works. If it doesn't work we'll go back to the longer license period." The union is not planning any action on the transcription situation, he said.

Asked about the mid-winter meeting of the AFM executive board opening Jan. 21 in Miami, he said no plans involving radio have been scheduled for discussion, but added that "you never can tell what a convention will do".

Negotiations between the transcription manufacturers and AFRA were begun last year and continued over the summer, but were broken off in the fall when the talent union negotiated its new contracts with the networks and agencies covering employment of AFRA members on all network programs, both commercial and sustaining. Since that time AFRA has also issued a code for talent agents, details of which have occupied the union's officials to the present time.

May Not Confer

Now, it was stated at AFRA headquarters, AFRA is again ready to proceed with its transcription code, and will start immediately redrafting its original document in the light of last year's conferences. When this new draft is completed the union hopes to complete negotiations and establish its code with a minimum of delay. It is quite possible, it was stated, that with all the major differences thoroughly debated in last year's conferences and with union officials possessing a clear idea of the position of the manufacturers' side of the picture, there will be no need for further negotiations and the union will simply issue its code for acceptance by the transcribers, ordering AFRA members not to work for any transcription company which has not accepted the code by a specified date.

This point has not yet been definitely determined, however, and if AFRA feels that further negotiations will help to produce a speedier and more satisfactory solution to the problem, it will ask for further meetings with the manufacturers' committee, it was declared.

COINCIDENT with the birth of commercial radio in the 1920's and its subsequent growth to today's colossal proportions runs the story of the birth and development of Adam Hats, retail hat company with the "one-price" policy.

Promotion and publicity-minded Elias Lustig, president of the company, has used radio ever since 1928 when the first Adam Hat store was founded on the site of the present Chrysler Bldg., New York. With Mr. Lustig as the driving force behind the organization, Adam Hats started its radio drive using sports programs of various types—with emphasis on sports, whether boxing or otherwise.

Proof in the Record

Proof of the story is in the record —12 stores in 1931-32 and over 2,000 stores and authorized dealers in 1941. With Mr. Lustig as the inspiration, Leon S. Goldberg, advertising and publicity director of Adam Hats, has carried on. Local New York stations were used up until 1937. Then came the contract with NBC-Blue for sponsorship of all boxing bouts for that season.

With that date, Nov. 26, 1937, Adam Hats turned into a business that grew by leaps and bounds—in 90 days 200 dealers had been signed and sales were up 200%.

Sales spurted immediately and, according to Mr. Goldberg, continued to climb with sales increases of from 50% to 100% during the week following the initial broadcast. Inquiries poured in from prospective distributors and the company decided then and there to continue its policy of sports broadcasts, which Mr. Goldberg calls "the prime media to reach the public—if used properly".

Using Sam Taub originally as sports announcer on local New York stations and since 1937 as top announcer for all major sports events on the NBC network, the company has gradually expanded its business throughout the United States. Lately has come the influx of a South American branch of

LEON S. GOLDBERG
Driving Force of Adam Hats

the business, originally a good-will gesture with broadcast of the Louis-Godoy fight in Central and South America through shortwave.

Curb on Commercials

Today Sam Taub and Bill Stern, NBC announcers, restrict their commercials by orders from Adam Hats. If the fight is tense, if the situation is one which calls for instant action, commercials are cut to the minimum. Even so Adam Hats seems to stand out with the record as sponsor of the event, and in some cases, even though the company hasn't sponsored the bout it gets the credit, so firmly are its commercials during sports events established in an ever-growing radio-minded public.

Responsible for Adam Hats' radio success are such men as Mr. Goldberg; the original founder of the business, Mr. Lustig, and finally Joseph Glicksman, president of the Glicksman Agency, New York, which handles the account.

Although unable to break down the radio appropriation of the account into such classifications as talent, time or particular network costs, Mr. Goldberg says the company spends hundreds of thousands of dollars yearly on its sports programs for the promotion of Adam Hats.

"It pays," he says, "and we know we are using the proper medium to reach the male population wishing a hat at one price, and at the same time wanting a sports event like Joe Louis' latest fight with full details without constant interruption of commercials for this and that—anyway, it's Adam Hat."

They Like BMI

REFUTING the "dire predictions" made by ASCAP as to what would happen to radio audiences after Jan. 1, Victor M. Ratner, director of sales promotion of CBS, reports that the January Hooper survey shows all CBS non-musical programs to have audiences 2.2% larger in January than in December, while all CBS musical programs jumped 5.6%, despite the total absence of ASCAP music. Mr. Ratner also cites his own one-man survey made in a taxi-cab whose driver cheerfully whistled one tune and then another—both BMI songs. "It seems to me," Mr. Ratner concludes, "that the tunes whistled by taxi-drivers are songs the nation is whistling and humming, too."

New Tampa Outlet Awaiting License

Tison to Head Tampa Tribune Station Replacing WFLA

THE NEW WKGA, Tampa, which the FCC last August authorized the *Tampa Tribune* to construct using 5,000 watts day and 1,000 night on 940 kc., is completely built and ready to go on the air as soon as the FCC issues a license covering construction permit. This was disclosed Jan. 9 coincident with an application by the *Tampa Tribune* to purchase WLAK, Lakeland, Fla., nearby local operation with 250 watts on 1310 kc.

The call letters WKGA may be changed to WFLA if the Commission grants another request, leaving to WSUN, St. Petersburg, full-time 5,000-watt operation on 620 kc. In making the grant of the proposed WKGA last summer, the Commission made it conditional upon the Tribune divesting itself of all interest in WFLA, with which WSUN shares time. Thereupon the *Tribune* sold out its WFLA plant and equities to WSUN, owned by the City of St. Petersburg, for $125,000.

Tison Holdings Bought

The *Tribune*, which owned 55% of WFLA, also bought out the holdings of Walter Tison, WFLA manager, who owned the other 45%. Mr. Tison has no stock in the new WKGA but will be its manager. The station is RCA-equipped throughout with two 210-foot Blaw-Knox towers.

The *Tribune* also proposes to purchase WLAK for a total consideration of $12,500 from J. P. Marchant, 63% stockholder; D. J. Carey, 25%; Melvin A. Meyer, 10%. Mr. Tison until recently was associated with the owners in the operation of WLAK, linking it with WFLA for program service and otherwise assisting in its operation. He would have no ownership interest in WLAK, however, if the *Tribune* is authorized to purchase the station.

National Oil on 23

NATIONAL REFINING Co., Cleveland, will start on Jan. 31 one-minute spot announcements six days a week on 23 stations. Products advertised are White Rose gasoline and Enarco motor oil. According to Sherman K. Ellis, New York, agency handling the account, the stations have not yet been selected.

Gruen Dealer Discs

GRUEN WATCH Co., Cincinnati, as a part of a national promotional campaign, has prepared a series of five-minute and quarter-hour transcribed musical and dramatic programs for placement by local dealers. Norman M. Schwartz Radio Productions, New York, produced the discs.

Valspar Plans Campaign

VALENTINE & Co., New York (Valspar paint products), is contemplating a campaign of transcribed spot announcements on a number of unannounced stations to be run during the spring house-cleaning season. McCann-Erickson, New York, is the agency.

Treaty Countries Ironing Out Conflicts

Token Transfer of Frequencies on March 29

EVEN IF IT becomes impossible to effect a complete continental reallocation of standard broadcast facilities under the Havana Treaty on March 29, because of equipment installation delays, there will be a "token" reallocation on that date, under which those stations prepared to shift to their new facilities will make the changes.

This much appeared certain after representatives of the North American nations met Jan. 14-17 at an informal technical conference called by the State Department, at which harmony was the keynote. The conferences are expected to continue through the week of Jan. 20.

Thus far, it is understood, no serious allocation conflicts have developed. Delegations representig Canada, Mexico, Cuba, Haiti and the Dominican Republic are in Washington for the sessions, designed only to adjust allocations conflicts among these nations under terms of the North American Regional Broadcasting Agreement negotiated in Havana Dec. 13, 1937.

There appears to be no disposition to deviate from the March 29 switchover date, even if it becomes inexpedient to make the entire continental shift as contemplated within the treaty terms. Because of national defense activities, it was pointed out, some stations may experience difficulty in procuring necessary equipment and in completing the construction required for directional antennas and other installations in time for the switchover. In such instances, it is likely the FCC and the radio administrations of the other signatory nations will authorize temporary operation with reduced power to avert undue interference.

Craven Presides

Following opening formalities Jan. 14 at the State Department, at which the delegations from the neighboring countries were welcomed by Assistant Secretary of State Breckenridge Long and Thomas Burke, chief of the Division of International Communications, the technical experts of Canada, Mexico and the United States began consideration of allocation conflicts under the chairmanship of Commissioner T. A. M. Craven. The Cuban delegation did not arrive until Jan. 16, but immediately plunged into discussion on revision of its list in order to conform with the Treaty allocations.

Commissioner Craven's technical committee is expected to report back to the full conference, in plenary session, when it concludes its work—perhaps about Jan. 24. At that time final details will be approved and the continental allocations will be made public. Few deviations from the original allocations are anticipated.

Border Stations

Considerable discussion is expected over the fate of the so-called Mexican border stations operated by such ex-American broadcasters as John R. Brinkley and Norman T. Baker. All Class I-A facilities assigned to Mexico originally were earmarked for interior locations. Some question has arisen as to whether these facilities will be assigned to interior provinces as required on March 29 or whether delay will be occasioned in making the transfers, due to lack of equipment, or for other reasons.

It appeared certain that the Mexican Communications Ministry proposes to use Mexico's exclusive facilities as specified under the Treaty. It is understood that operation of Mexican stations by American broadcasters or through American capital will not be tolerated, as in violation of Mexican law.

Thus far, the only known deviations from the original Treaty reallocations relate to the gentleman's agreement of last year, under which this country agreed to recognize as entirely clear four of the Mexican Class I channels, and also agreed to place only one U. S. station on each of two additional channels. This agreement, it is understood, has been approved by the Mexican Government as well as by this country.

Also to be discussed is an understanding that Mexico might deviate from the non-border station inhibition to the extent of assigning a station at Rosarito Lower California, on one of its Class I-A facilities. There had been considerable dispute about this assignment. It apparently was discussed after Mexico ratified the treaty, and its status therefore is questionable. Abelardo Rodriguez, president of Mexico from 1928 to 1934, is head of the station, XELO, which operat with 50,000 watts on 800 kc.

Under this signed agreement, the channels which this country will respect as clear to the point of placing no other stations on them are 730 kc., assigned to Mexico City; 800 kc., assigned to Sonora; 900 kc. to Mexico City and 1570 kc. to Nuevo Leon. In addition, it is agreed that on the 1050 kc. Class I-A channel, this country will assign only one station—WHN, New York. The Mexican dominant station will be at Nuevo Leon. On 1220 kc., assigned to Yucatan, the agreement permits only one station in this country, to be located in the Michigan area.

To Draft Report

It is assumed that at the concluding session, the conference will draft a report in effect stating that the various administrations had reconciled the technical conflicts arising out of the modifications of allocations, pursuant to the Havana Treaty, and that the shifts shall be made by March 29 or as soon thereafter as feasible.

Attending the conferences are:

Canada — J. W. Bain, Dept. of Transport; Donald Manson, K. A. Mackinnon, W. G. Richardson, Canadian Broadcasting Corp.; Ronald Macdonnell, Canadian Legation.

Cuba — Francisco Suarez Lopetequi, Guillermo Morales, Alfonso Hernandez Cata; Armando Mencia, director, Inter-American Radio Office.

Dominican Republic—Hon. Andres Pastoriza, Minister of the Dominican Republic.

Haiti—Hon. Elie Lescot, Minister.

Mexico—Maj. Juan C. Buchanan, chief radio instructor of the Army; Salvador Tayabas, telegraphic expert; Rodolfo Junco de la Vega, newspaper publisher and head of XEG, Monterey.

United States — Department of State — Mr. Burke, Francis Colt deWolf, Harvey B. Otterman, Division of International Communications; Edward Wailes, Division of European Affairs; Philip Bonsal, Acting Chief, Division of the American Republics; Guillermo Suro, Acting Chief, Central Translating Office. Federal Communications Commission: Commissioner Craven, E. K. Jett, chief engineer; Andrew D. Ring, assistant chief engineer; Gerald C. Gross, chief, International Division; Joseph L. Rauh, Jr., assistant general counsel.

Havana Treaty Conferees Meet on Allocations

HAVANA TREATY conferees who convened Jan. 14 at the State Department to confer on adjustment of standard broadcast allocations conflicts on the continent and clear the way for the March 29 general broadcast reallocations: (Seated, l to r) E. K. Jett, Chief Engineer, FCC; Rodolfo Junco de la Vega, Mexican newspaper publisher and owner of XEG, Monterrey; Maj. Juan C. Buchanan, chief radio instructor, Mexican Army; Hon. Don Andres Pastoriza, minister of the Dominican Republic; Assistant Secretary of State Breckenridge Long; Comdr. T. A. M. Craven, member, FCC; J. W. Bain, Canadian Dept. of Transport; G. W. Richardson and Donald Manson, Canadian Broadcasting Corp.

Standing, Salvador Tayabas, Mexican communications expert; Thomas Burke, chief of division of International Communications, State Dept.; Guillermo Suro, acting chief, central translating office, State Department; P. F. Siling, FCC International Division; Gerald C. Gross, chief, FCC International Division; Philip Bonsal, acting chief, Division of American Republics, State Dept.; Harvey B. Otterman, International Communications, State Dept.; Edward Wailes, Division of European Affairs, State Dept.; Francis Colt deWolf, International Communications, State Dept.; Keith MacKinnon, Canadian Broadcasting Corp; Ronald Macdonnell, Canadian Legation, Washington.

Attending the information conference, but not present at the time the photograph was made were A. D. Ring, FCC assistant chief engineer; Joseph L. Rauh Jr., FCC assistant general counsel, and the entire Cuban delegation, which did not arrive until Jan. 16. This group included Francisco Saurez Lopetegui, Guillermo Morales and Alfonso Hernandez Cata, and Dr. Armando Mencia representing the Inter-American Radio Office. Assistants to the delegation are T. L. Bartlett and R. L. Clark, FCC.

ASCAP Parade Series Scheduled For 106 Stations

Society's Biggest Names in Program Starting Jan. 25

CLEARING up some of the conflicting rumors about *ASCAP on Parade*, series which the Society will sponsor on stations which have accepted ASCAP licenses, Gene Buck, ASCAP president, on Jan. 15 announced that the opening broadcast will be made Jan. 25. Programs will be one hour in length and will be broadcast from 8 to 9 p.m. Saturdays on a special hookup of WMCA, WHN and WNEW in New York. Series will also be broadcast on 103 other stations throughout the country, presumably by transcription.

On what the announcement describes as "ASCAP's opening radio salvo against the boycott of its music by the radio chains" the talent will include Mr. Buck, Irving Berlin, George M. Cohan, Oley Speaks, Richard Rodgers, a 26-piece orchestra directed by Russell Bennett and a mixed chorus of 18 voices.

Not an Imitation

Billy Rose, producer of the series, said that two "world famous" vocal artists will also be added to the line-up. Deems Taylor will act as commentator and Oscar Hammerstein is writing the script.

Contradicting previous statements about the program made by other ASCAP spokesmen, Mr. Rose stated that *ASCAP on Parade* is "in no way an imitation of the Lucky Strike *Hit Parade*", continuing that *ASCAP on Parade* is just what the title means. It will be a parade of great ASCAP songs which at its best because of time limitations can be only a spoonful out of the bottomless ASCAP reservoir of music. It will automatically be the biggest show on the air. If this show was done on a commercial basis it would cost over $25,000 a week to assemble the talent."

The *Hit Parade*, featuring the 10 most popular tunes of the week, selected from music available to radio, is heard on CBS each Saturday 9-9:45 p.m., so that it will be broadcast immediately following the close of the ASCAP program, although not on the same stations.

ASCAP music and ASCAP members are also featured on the New York *Pot o' Gold* series, sponsored by Lewis-Howe Co., St. Louis, for Tums on a special hookup of the same trio of New York stations, WHN, WMCA and WNEW, on Wednesday evenings, 8:30-9. A one-city version of the same sponsor's series of the same name on NBC-Blue, the New York programs present an ASCAP member as a guest each week, featuring his music on the program. Cole Porter, writer of "Night and Day," "Begin the Beguine" and numerous other song hits, was the first ASCAP star, appearing on the Jan. 15 broadcast. Both the local and national *Pot o' Gold* series are placed by Stack-Goble, New York, agency for the account.

In addition, both WMCA and WNEW are also presenting individual programs featuring ASCAP tunes and talent. The WNEW series, titled *They Make Music* and broadcast Wednesday and Friday evenings, 9:30-10, co-stars Dick Gilbert, editor of *Metronome* and permanent vocalist and m.c.; with various ASCAP composers. Irving Caesar, best known for "Tea for Two" and his numerous Safety Songs, was the first guest Jan. 15. The WMCA series, *Strike Up the Band*, on Monday and Tuesday, 8:45-9 p.m., devotes each program to the life and music of a single ASCAP composer. Lee Grant's orchestra provides the music.

Manager Rivers (left), Salesman O'Hear and Bungalow

RADIO-BUILT HOUSE IN CAROLINA

WCSC Starts With Blueprint and Ends With a Model Bungalow on the Banks of the Stono River

IF DRUG stores can sell anything from a baseball bat to a flashlight bulb, why then should radio confine itself to entertaining and advertising over the ether waves?

That question was posed by a staffman of WCSC, Charleston, S. C., back in the summer months. Because of fine behind-the-scenes work of Manager John M. Rivers and advertising man John O'Hear, WCSC took ten weeks to bridge the gap between the question and answer with the "House That Jack Built"—the first radio model home in the Carolinas.

Banks of the Stono

But that gap in itself is a story—a story which began as a sketch on paper, took definite shape on an architect's blueprints, moved steadily into the construction phase, and finally climaxed in a smart-looking bungalow, landscaped with newly-grown grass and located near the banks of the Stono River in suburban Edgewater Park.

To convey a unique, complete picture to WCSC's vast Coastal Carolina audience, "Jack" (Program Director Charles McMahon) and "Lila" (Women's Commentator Gladys Sage) unfolded the story in pieces from day to day by means of an informal, on-the-spot radio serial.

Stewed into many weeks of broadcasting (15-minutes daily except Sunday) was the purchase of the lot; conferences with a home planner, whose task it was to guide the couple through the undertaking; talks with architects; interviews with construction companies, and various firms furnishing plumbing, roofing, lumbering, paints, etc.

The WCSC model house is now completed and ready for sale. According to the latest reports, a sale is expected any day now.

Ruud Disc Plans

FOLLOWING a four-day sales meeting in New York, executives of Ruud Mfg. Co., Pittsburgh, have decided again this year to use one-minute transcriptions to promote its 1941 automatic gas water heaters. Campaign will be placed later this spring through local dealers. Marschalk & Pratt, New York, is agency.

Beeman's Gum on Blue

AMERICAN CHICLE Co., Long Island City, N. Y., on Feb. 10 will start a campaign for Beeman's gum using Ben Grauer's *Drama Behind the News* program on NBC-Blue. Program will be heard thrice weekly, 5:30-5:45 p.m. with a repeat broadcast one hour later. Agency is Badger & Browning & Hersey, New York.

SPA Considering Labor Union Idea

Committee (All ASCAP) to Study New Proposal

MEMBERS of the Songwriters' Protective Assn., meeting at the Park Central Hotel, New York, Jan. 13 to discuss the position of the song writer in the current music controversy, voiced enthusiastic approval of a proposal made by Billy Rose that they form a labor union.

Mr. Rose said that "within 48 hours" he could deliver a charter from the American Federation of Labor for such an organization. Irving Caesar, SPA president, named a committee to study the matter and report back to the membership. Committee members are: Mr. Rose, Mr. Caesar, Sam Lewis, Edgar Leslie, John Loeb and Otto Harbach.

Caesar's Charges

Mr. Caesar denounced BMI as a "company union" of the networks, "the tool of the broadcasters" and "a threat to all creative workers", because it has refused to sign the SPA standard contract. Stating that BMI has "no right in the publishing business" as long as it has a "broadcasting parentage", he charged BMI, the chain broadcasters and the independents, with "having instigated numerous resignations by our associate members who have come to us and said, 'We cannot have our songs published unless we resign from our writers' association'."

SPA states that its 750 members constitute 90% of the country's active songwriters, any writer being eligible for membership whether or not his songs have been published and regardless of his membership in ASCAP. It is interesting, therefore, that every member of the committee on unionization is an ASCAP member, with Messrs. Caesar, Leslie and Harbach members of the ASCAP board of directors. And the NAB bulletin, commenting on the move toward unionization, terms "significant" the fact that "80% of the SPA, which seeks the bargaining power that a union affords, are members of the 'protecting society'—ASCAP."

BMI'S Reply

In a formal statement, BMI declares that: "There is no justification for the SPA attack on BMI other than the fact that Mr. Caesar, its president, is a member of the ASCAP board. We are doing everything in our power to help songwriters to earn more money and gain recognition." The statement points out that BMI is willing to negotiate with SPA, provided BMI is given the same treatment as ASCAP, with no discrimination, and that "SPA recognize thet the fairest way to compensate composers is in precise proportion to the use of their works. We cannot grant the SPA claim that one composer is entitled to a different scale than another." This disagreement over the method of compensation caused the breakdown in the original BMI-SPA negotiations.

NAB and AAAA Will Meet On Station Facilities Contract

Attempt to Reconcile Differences Will Be Made as Agency Group Resents Submission of New Form

DESPITE some sharp exchanges from both sides following the NAB announcement of a recommended station facilities contract [BROADCASTING, Jan. 13], no serious rupture apparently has resulted in relations between the NAB and the American Assn. of Advertising Agencies. Representatives of both organizations will participate in a meeting scheduled for Jan. 23 in New York to reconcile points of policy difference on the form recommended by the NAB.

In view of the coming discussions, it is presumed opportunity will be given for full debate of controversial proposals, leading eventually to recommendations substantially acceptable to both the medium and agencies and advertisers.

Indication that some compromise may be made is seen in the NAB's reiteration that the contract form is only a "recommendation", subject to revision in individual instances. Its general design is to serve as a uniform guide for the industry, not an all-governing control to be applied without amendment by every station, it is explained.

Participating in the Jan. 23 meeting will be Neville Miller, president, Russell Place, counsel, and Paul Peter, research director for NAB, along with John Benson, president, Fred Gamble, managing director, George Link Jr. and William A. Fricke, for AAAA.

Overcomes Flaws

Apparently AAAA objection to the NAB-announced form arises not so much from the provisions themselves as from the NAB's "lack of courtesy" in allegedly publishing the recommended contract without notifying the AAAA timebuyers' committee, which had participated in conversations on the standard contract and invoice forms for more than two months. Also several of the AAAA proposals have received a flat rejection from the NAB committee devising the new form. Prominent among these is a 2% cash discount provision.

Citing the need for speed in developing a contract form that can be recommended for general use as a guide throughout the industry, both because of the prevailing music situation and the necessity for remedying a trying "rubber stamp" situation, the NAB has expressed satisfaction that the new form plugs the gaps of the old standard order form, in use since 1933. It also cited that the new form has been drawn up as a contract rather than an order form, which was a principal shortcoming of the old one.

Apart from the 2% cash discount proposal, the AAAA committee originally advocated, among others, provisions for: One-year rate protection to the advertiser despite interrupted time purchases; frequency discounts despite interruptions; continuations of 52-week contracts to qualify for the 52-time discount without short rate if discontinued subsequently; noncontiguous daily broadcasts by the same sponsor to earn rates for combined broadcast period.

The NAB, pointing out that the 2% cash discount is granted by less than 19% of the stations in the country, has declared against including it as a contract proviso which, although it may be scratched out by mutual agreement, would tend to extend the discount practice. The NAB also maintains that the recommended contract at least partially meets some of the other AAAA proposals.

AAAA Objections

Immediately after the NAB announcement of the contract, Fred Gamble, AAAA managing director, sent bulletins to AAAA members outlining that organization's attitude on the NAB action. The bulletin stated that the NAB form had not been approved by the AAAA committee, "which recommends against its acceptance", and recommended that "it may be sounder" to continue using the old order blank for spot broadcasting, with certain exceptions noted in the provisions. It also declared that "individual negotiation is preferable to using the NAB station facilities contract form which does not adequately protect the interests of the agency and the advertiser".

The NAB-AAAA committee, appointed to work out the new form with the AAAA timebuyers' committee, is headed by Harry C. Wilder, owner of WSYR, Syracuse, and includes R. L. Harlow, Yankee Network; Richard H. Mason, WPTF, Raleigh; Edward Petry, Edward Petry & Co.; Frank A. Seitz, WFAS, White Plains, N.Y.; Dale Taylor, WENY, Elmira, N. Y.; Lee B. Wailes, Westinghouse manager of broadcasting; Paul F. Peter, research director, and Russell P. Place, counsel, of NAB. Members of the AAAA committee are Ned Midgley, BBDO, chairman; C. T. Ayres, Ruthrauff & Ryan; Carlos Franco, Young & Rubicam; William Fricke, AAAA; Fred Gamble, AAAA; John Hymes, Lord & Thomas; Bill Maillefert, Compton Adv.

Old Gold Plans

DISTRICT sales managers of the P. Lorillard Co., New York, have been meeting for the last week in New York to line up general advertising and merchandising plans prepared for Old Gold cigarettes by J. Walter Thompson Co., New York agency which recently acquired the account. According to the agency, some 19 radio programs are under consideration for Old Golds, but as BROADCASTING went to press, no definite decision on one of them had been reached.

New KDKA Manager

JAMES B. ROCK

Rock Is Appointed KDKA's Manager

Baudino Sent to Philadelphia To Be Manager of KYW

APPOINTMENT of James B. Rock, technical executive of the Westinghouse radio stations, as general manager of KDKA, Pittsburgh, was announced Jan. 20 by Lee B. Wailes, Westinghouse manager of broadcasting. Joseph E. Baudino, chief engineer of KDKA was transferred to Philadelphia headquarters of Westinghouse as successor.

Mr. Baudino

Mr. Rock succeeds Maj. John A. Holman, manager of KDKA for the last year, who has been called to Army duty. The appointment, effective Jan. 27, is in line with the Westinghouse policy of merit promotions. For several years he was chief technical aide to Walter Evans, vice-president of Westinghouse in charge of radio operations. He received his B.S. degree from Illinois U in 1923 and joined Westinghouse in 1929, serving at KDKA and at KYW, then in Chicago, as engineer. For five years he was with RCA Mfg. Co. in Chicago and Cincinnati. He rejoined Westinghouse as assistant manager of the radio division in 1927. He is a member of IRE, Society of Motion Picture Engineers and Acoustical Society of America.

Joe Baudino also received his B.S. at Illinois in 1927. Two months later he joined Westinghouse in Pittsburgh. In 1931 he was transferred to Boston as chief engineer of WBZ. He supervised installation of transmitters for WBZ at Millis; KDKA at Saxonburg, and KYW in Philadelphia. In 1936 he was transferred back to Pittsburgh as KDKA chief engineer. He is a member of IRE, the scholastic fraternity Tau Beta Pi, and three professional engineering fraternities, Sigma Tau, Eta Kappa Nu and Pi Mu Epsilon.

Flamm Transfers WMCA to Noble

Actual Physical Control of Station Passes Jan. 17

OWNERSHIP of WMCA, New York, was transferred from Donald Flamm to Edward J. Noble, industrialist and former Government official, on Jan. 17 after a month of recriminations stemming from Mr. Flamm's refusal to transfer title. The consideration was $850,000 in cash, plus accounts receivable and certain other items which accrued to Mr. Flamm.

The sales contract, approved by the FCC Dec. 17, provided for transfer of title to Mr. Noble by Dec. 31. The actual physical control of the station did not pass to Mr. Noble, however, until after midnight Jan. 16, at which time Mr. Flamm turned over the stock in the station. The $850,000 had been held in escrow for Mr. Flamm since the application originally was filed two months ago.

Staff Remains for Present

No statement was made by either Mr. Flamm or Mr. Noble. It was understood, however, the entire staff would be retained, for the present at least. Donald Shaw remains as general manager, with Sidney Flamm, brother of the former owner, as a sales executive. Both are understood to be under contract.

Mr. Noble himself expects actively to direct the WMCA operations. He indicated Jan. 8, following the FCC's denial of a petition filed by Mr. Flamm seeking to have the transfer set aside, that he proposed to reorganize the station gradually, with emphasis on public service program improvement [BROADCASTING, Jan. 13].

Mr. Noble, millionaire chairman of Life Savers Corp., plans to engage in other broadcast operations. He has in mind filing of an application for an FM station to be operated in conjunction with WMCA, among other radio activities.

Mr. Flamm has not disclosed his future plans. He also is understood to be considering operation of an FM station in the New York area.

With transfer of Knickerbocker Broadcasting Co. stock to Mr. Noble, all threats of litigation have been dispelled. Mr. Noble has announced plans to institute legal action for specific performance of contract when the broadcaster originally refused to transfer title. He also had indicated he would file application for the WMCA facilities by Dec. 17—the date on which the FCC's consent to transfer the WMCA title would have expired.

Negotiations for the purchase of WMCA were handled by William J. Dempsey and William C. Koplovitz, Washington radio attorneys. William Weisman, New York attorney and former official of WMCA, represented Mr. Flamm.

Quaker's Ful-O-Pep Adds

QUAKER OATS Co., Chicago (Ful-O-Pep, poultry and live stock feeds), on Jan. 4 added WSYR, Syracuse, and WTRY, Troy, to stations carrying half-hour weekly transcribed *Man on the Farm* variety show featuring Chuck Acree, Hoosier Hotshots and farming talks by Dr. O. B. Kent. The transcribed series, which first started more than three years ago, is now on 23 stations. Agency is Sherman & Marquette, Chicago.

The Pioneer Voice of Kansas

KFBI WICHITA

DAY 5000 WATTS

Effective on or about January 15, KFBI, the Pioneer Voice of Kansas, in Wichita, will operate FULL TIME! (5000 watts day, 1000 watts night).

Again KFBI, Wichita, improves its opportunity to do a selling job for advertisers who want dollars and cents results from money spent in Kansas and Oklahoma.

Let's review, for just a moment, some of KFBI's outstanding sales advantages:

1. **KFBI is located in Wichita, the best metropolitan market in Kansas.** ***A market that steadily is growing larger and more prosperous! With a booming airplane industry that has a backlog of orders amounting to more than 53 million dollars!***

2. **KFBI is located in Wichita, the heart of the rich, responsive Kansas and Oklahoma farm market.**

3. **KFBI, Wichita, with 5000 watts day and 1000 watts night on 1050 Kc has new mechanical equipment throughout . . . insuring not only greater coverage in miles from Wichita but also better reception close in.**

Can they listen?

When you consider a station you probably want to know, (1) Can people listen? and (2) Do they listen?

To answer the first question: Within KFBI's .5 millivolt contour are 52 Kansas and Oklahoma counties . . . a territory with nearly 250,000 radio homes. ***(This is nearly twice as many half millivolt counties as any other Wichita radio station claims!)***

You bet! People . . . nearly a quarter of a million families . . . CAN hear KFBI, Wichita!

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

The Pioneer Voice of Kansas

KFBI WICHITA

WATTS 1000 NITE

4. **KFBI, Wichita, has an experienced, alert, enthusiastic talent and announcing staff that knows how to produce programs that sell.**

5. **KFBI, Wichita, has "proof of the pudding" in actual case histories of successful sales campaigns produced for present and past advertisers, copies of which are yours for the asking.**

You don't have to guess when you put your program or announcements on KFBI! You KNOW! For KFBI has the "Selling Vitality" that's necessary to put across your product or your service in this great Southwestern area.

•Don't wait! Get started NOW! For time availabilities DAY or NIGHT write, wire or phone our representative or

KAY PYLE, GENERAL MANAGER

Owned and operated by the
Farmers and Bankers Life Insurance Company

Do they listen?

We'll say they do. In fact, an analysis of the past 6 months' mail shows that KFBI is pulling mail, in quantity, from 69 Kansas and Oklahoma counties. During these months, KFBI mail returns have increased more than 100% over the same period last year.

You may be interested in mail returns, or you may not. We don't know. But, we do know that you're interested in LISTENERS! And, it takes listeners . . . enthusiastic, responsive listeners . . . to get mail. That's why we say, emphatically, that PEOPLE DO LISTEN to KFBI, Wichita!

REPRESENTED BY HOWARD H. WILSON COMPANY

Major Networks Arrange Record Inaugural Pickups

ASCAP Numbers Included as Society Grants Permission

WITH a last-minute promise by ASCAP not to take action against the three major networks or any of their affiliates broadcasting the Society's numbers during the ceremonies at the third inauguration of President Roosevelt Jan. 20, American radio was geared to give the event the most complete coverage ever attempted.

The blanket ASCAP permission actually only affected the inaugural gala inasmuch as all bands in the parade except one had agreed to play non-ASCAP tunes. The exception was the Navy Band [BROADCASTING, Jan. 13] whose leader Lieut. Charles Benter is an ASCAP member and who said that he would play any music he chose, radio or no.

Large Crews Sent

MBS and CBS accepted the ASCAP permission the day after the announcement with NBC granting a final okay Jan. 17.

CBS planned to begin its inaugural coverage Jan. 18, NBC and MBS Jan. 19. All three sent extra staffs from outside points to man over a score of vantage points ranging from the Capitol and White House to blimps and Army scout cars.

The NBC staff included Graham McNamee, veteran announcer who has described every inauguration broadcast, H. V. Kaltenborn, George Hicks and Doug Browning from New York; Carleton Smith, Charles Barry, Bryson Rash, Ray Michael, Jack Roney, Gordon Hittenmark, Don Gardiner, John Hurley, William Crago and Commentators H. R. Baukhage and Earl Godwin from its Washington stations, WRC-WMAL. Godwin is publicity chairman for the inaugural committee. In addition, the NBC international division was represented by Buck Canel, Natalie Murray, Maj. John Marshing, Ferdnand Auberjonois, Arthur Deter and Aury Moll. NBC planned to shortwave a pickup from the inaugural ceremonies Jan. 20 on each of its foreign language hours, shortwaving them over WRCA, Bound Brook, N. J. The British Broadcasting Corp. and the Canadian Broadcasting Corp. planned to pick up the NBC description of the ceremonies Jan. 20 for rebroadcast in the British Isles and Canada. A. A. Schechter, director of news and special events for the network, K. H. Berkeley, Washington manager, and Carleton Smith, asssitant Washington manager, were in charge of the NBC coverage.

CBS listed Elmer Davis, Bob Trout, William Shirer, Mel Allen, Warren Sweeney and Jack Knell from its New York headquarters with Albert Warner, Eric Sevared, Lee Vickers, Reginald Allen, Hugh Conover and Joe King from WJSV, CBS station in Washington. Alberto Zalamea will handle the ceremonies for WCBX, CBS shortwave station. Paul White, director of public affairs for CBS, Ann Gillis, Washington special events chief, and Jess Willard, WJSV manager, directed the coverage.

MBS announced its inaugural staff as follows: From WOR: Dave Driscoll, Tom Slater and Charles Godwin; from WCBM, Baltimore: Charles A. Roeder and Michael Murray; from WOL: Frank Blair, Ted Dunlap, Robert Deihl, Robert Brooks, Stephen McCormick and Walter Compton. Fulton Lewis Jr., MBS Washington commentator, will head the staff. Coverage will be directed by Driscoll, MBS director of special events, Madeline Ensign, WOL program director, and William Dolph, manager of WOL. In cooperation with MBS, WRUL, Boston, will shortwave the broadcasts to Europe, while LRL, Radio el Mundo, Buenos Aires, will receive the broadcast by shortwave and rebroadcast it over a network of 12 Argentine stations.

SELFISH SCRAMBLE
Hollywood Paper Calls ASCAP Appeals Foolish

ALTHOUGH Hollywood's newspaper row is preponderantly pro-ASCAP (for obvious reasons), the following editorial comment published in the *Hollywood Citizen-News*, leading daily, is worthy of note:

"Some persons are trying to make a complex situation out of ASCAP's battles to get more of the profits of radio broadcasting. There is nothing involved that isn't very simple. ASCAP has something to sell to the radio stations. The radio stations will be willing to buy what ASCAP has for sale when they can buy it at the price they think it is worth to their business.

"Appeals of ASCAP for the public to help it get more money than the broadcasters are willing to pay are childish. ASCAP has been getting 4½ million dollars a year of radio broadcasters' money. That makes it a big business institution. It needs no help from the public in a purely selfish scramble for money.

"Anyway, what does the public know about whether ASCAP is entitled to 1 million dollars a year or 9 million dollars a year?"

Hits Via Radio

PROOF of radio's ability to turn a good tune into a smash hit is given by the recent success of "Frenesi," Mexican tune whose performing rights are controlled by BMI. Written in bolero tempo and recorded last year by Artie Shaw, the tune sold only a few copies of sheet music before December, when radio exploitation began. In three weeks sheet sales passed the 60,000 mark, with indications that total sales may reach 150,000 copies. Ralph Peer, publisher of the tune, gives full credit to radio for putting it in the hit class.

VICTOR A. HUNTER, for the last year assistant advertising manager of the Pepsodent Co., Chicago, has been appointed advertising manager, replacing J. Baxter Gardner, resigned. Before joining the Pepsodent Co., Mr. Hunter was connected with the advertising department of the Quaker Oats Co., same city.

Folger's Best Buys

J. A. FOLGER & Co., San Francisco (coffee), consistent user of radio, on Feb. 3 starts a thrice-weekly five-minute morning program *Today's Best Buys* on KIDO KMJ KMED KOY KFBK KGB KHQ KTUC KIT and a quarter-hour newscast five times a week on KQW, San Jose, Cal. In addition five spot announcements weekly will be used on KOH and KVI. Contracts are for 42 weeks. Firm is currently sponsoring the weekly quarter-hour *Tonight's Best Buys* on KSFO and KOIN, and twice a week on KNX. A five-weekly quarter-hour newscast is sponsored on KJBS, San Francisco. Agency is Raymond R. Morgan Co., Hollywood.

TWO AGENCIES GET TOBACCO ACCOUNTS

FOLLOWING announcement Jan. 15 by Young & Rubicam, New York, that it was resigning as advertising agency for two products of the American Tobacco Co., Half 'n' Half smoking tobacco and Pall Mall cigarettes, the company has placed the advertising for the products with two separate agencies.

Lord & Thomas, New York, which currently handles the remainder of the American Tobacco account, has been appointed for Half 'n' Half, while Ruthrauff & Ryan, New York, has been named agency for Pall Mall cigarettes by American Cigarette & Cigar Co., subsidiary of American Tobacco. Neither of the two agencies has made any plans for advertising, although radio has been used extensively for both accounts in the past.

Ruthrauff & Ryan also has been named to handle International cigars, including Corona, by American Cigarette & Cigar. No agency has been appointed for Herbert Tareyton cigarettes, another American Tobacco product formerly with Young & Rubicam, as very little advertising is placed for it at the present time.

Extensive Spot Program Enlarged by Beech-Nut

BEECH-NUT PACKING Co., Canajoharie, N. Y. (various food products), following its recent purchase of a nightly recorded dance program with ASCAP music on WNEW, New York [BROADCASTING, Jan. 1], is sponsoring on WWVA, Wheeling, starting Jan. 20 a half-hour of recorded dance music six nights a week, with indication that similar programs may be added on other stations.

The sponsor has also renewed existing contracts for spot announcements on 115 stations, and has placed 15-50 word announcements to be heard from 7 to 15 times weekly on the following additional stations: WOR WFIL WIP WCAU KDKA KQV WCAE WJAS WAAB WBZ-WBZA WEEI WNAC WHAM WHEC WGY WFBL WSYR WIBX WJAR WHK WTAM.

Five-minute spots thrice-weekly have been purchased on two New York stations, WJZ and WEAF, making a total of almost 150 stations now carrying Beech-Nut business. Newell-Emmett Co., New York, is agency.

Widened Markets Seen by Kimball

Agency Head Declares Store Promotion Must Conform

"EVERY far-sighted merchant should be readying himself for the next new dimension (in merchandising) which may be television," Abbott Kimball, president of the New York advertising firm bearing his name, told delegates to the 30th annual National Dry Goods Assn., held Jan. 13-17 in New York at the Hotel Pennsylvania.

Speaking before a sales promotion session on the effectiveness of national advertising for retail stores. Mr. Kimball added that "when television finds out how to do a practical job, we'll all of us have to go national whether we like it or not".

They All Listen

"All America," he said, "listens to the radio, knows what's happening on the other side of the planet faster than their grandfathers knew what was happening on the other side of the country. This is a trend . . . Already forward-minded stores draw their customers from a trading radius of 50, 100, 200 miles. Presently, they will draw them from even greater distances . . . Some merchants have foreseen this trend. I know people who travelled 100 miles to see the Philadelphia Wanamaker store's Christmas promotion this year. Marshall Field was another pioneer. Recognizing that his store was situated in a geographical center of America, he deliberately bid for a wider trading radius.

"The trend of the population has turned," Mr. Kimball stated. "The shift today is away from the cities. The store that wishes to retain its greatness must widen its advertising outlook, broaden its advertising methods, and get set to think in terms of the nation."

One of the new features of this year's convention was a "Letting-the-Hair-Down" conference between sales promotion managers of retailers and manufacturers, but unlike last year's convention, when one of the sales promotion sessions was devoted to the discussion of radio in retail advertising, this year's conclave included no discussions on radio.

Coal Firm's Ohio Test

ISLAND CREEK COAL SALES Co., Huntington, W. Va. Black Onyx Coal) on Jan. 23 starts daily a one-minute transcribed announcement test on WSAI, Cincinnati, and WAKR, Akron, to run until mid-April. Transcriptions called *Voice of the Flames Reporting Super Oddities* feature Vincent Peletier. If successful, station list will be increased. Agency is Campbell & Reynolds, Chicago.

Rival Chain Breaks

RIVAL PACKING Co., Chicago (Rival Dog Food), on Jan. 20 started a varying schedule of station-break announcements on WBEN WCAE WPRO WGAR WTMJ WDRC WBNS WTHT WSYR. Agency is Charles Silver & Co., Chicago.

BMI Sheet Sale Increases Rapidly

More Than 100,000 Are Sold During Week of Jan. 10

REPORTING sales of sheet music of BMI tunes totaling more than 100,000 copies, exclusive of orchestrations, for the week ending Jan. 10 as proof that these songs have attained real popularity from their radio promotion, BMI lists "There I Go," "Practice Makes Perfect," "I Hear a Rhapsody," "I Give You My Word" and "So You're the One" as the most purchased tunes of the week.

Peer International's top tune, "Frenesi", cleared through BMI, sold 35,000 copies during the week and is expected to top the 200,000 sales mark, passing "Boots and Saddles", Peer's best-seller of the past ten years, which sold about 175,000 copies, BMI states.

Many New Tunes

Since Christmas, BMI has made available to radio some 227 original popular tunes, it was stated, of which 42 were published by BMI under its own imprint. The others, cleared by other publishers through BMI, include 102 new cowboy songs and ballads of M. M. Cole, 43 pop tunes of E. B. Marks and 12 originals from the subsidiaries of Southern Music.

BMI has also acquired the performing rights to the music published by Republic Music Co., calling for the immediate transfer of some 20 numbers, many identified with Sammy Kaye, and for the publication of not less than two compositions a month for three years. In addition, BMI has secured ten numbers and rights to future selections controlled by Mutual Society, publisher of Glenn Miller's original tunes. Miller has agreed to render service only to Mutual during the three years the contract is in force. Contract gives BMI the right to broadcast and televise accepted compositions in both published and unpublished forms and to adapt or change the compositions for performance. BMI tunes will be featured principally, if not exclusively, on the new Viking Records, manufactured by Nu-Phonic Corp. and distributed by Curtis Publishing Co. for sale on news-stands. Two records performed by Jack Teagarden's orchestra will be the first offered for sale, early in February, with a new record a week to be added. Discs will be advertised under the slogan, "Two Hits—Two Bits".

* * *

Exclusive performing rights to compositions of two song writers were negotiated recently by BMI. Deal with Alberto Colombo, one-time musical director of Republic Studios, calls for special band arrangements of his marches, and all future compositions of Humberto Herrera, Brazilian composer. Herrera has written more than 250 songs, mostly tangos, and is known as the Irving Berlin of Brazil. His BMI contract is for two years.

In Hollywood during early January, Ralph Peer, head of Southern Music, stated that three numbers by Hoagy Carmichael, an ASCAP member, were available for broadcasting without penalty. Songs are "Rocking Chair", "Lazy River", and "Georgia on My Mind". They were written for Southern's catalogue before Carmichael was taken into ASCAP in 1931. Peer is the only publisher whose music is used by both BMI and ASCAP. The Society holds performing rights to 25% of his library of hillbilly and Latin music, it was said. The remainder is vested with the broadcasters through an affiliate company, Peer International.

Legal Threats

Warning that he would take legal steps to block a reported move of BMI to fashion its own wordage of the "Peanut Vendor" and other Latin tunes for which he supplied the lyrics, was given by L. Wolfe Gilbert. He contends that words cannot be divorced from music, as one is dependent on the other for the popularity they enjoy. Several of his numbers are old folk songs, given American titles and wordage.

With several Southern California stations, KFWB, KFVD, KGER, KGFJ, KPPC, KRKD, KIEV, KFSG, KXO, reported as having signed ASCAP contracts, spokesmen of the Society stated that nine large Los Angeles advertisers have followed a group of eastern sponsors in considering the organization's proposal to license them individually to present music banned from the air.

ONE GUESS. What society band is this? Give up! Well, it's the Sunset Serenaders, whose dulcet tunes recently greeted listeners to the *Oklahoma Farm & Home Hour* of WKY, Oklahoma City. They paid a recent visit to the WKY studios. After the program they returned to their quarters in the Oklahoma State Penitentiary.

Art Kassel Would Quit ASCAP Ranks But Buck Says It Would Set Precedent

ALTHOUGH the phrase, "Few die and none resign", was not aimed at ASCAP, it might well have been. When Art Kassel, well-known band leader and composer, submitted his resignation to ASCAP last month, Gene Buck, ASCAP president, replied: "In the 26 years of our history, we have never accepted a resignation from any of our members, and if we complied with this request we would be creating a precedent."

Composer of "Doodle-Doo-Doo", "Hell's Bells" and "Around the Corner" and a member of ASCAP since 1925, Mr. Kassel expressed resentment over the fact that "ASCAP is trying to spread the feeling that the band leaders are doing bad work. They ought not to try to tear down our business because they have made a wreck of their own.

Chance for Bands

"The demands which ASCAP made on broadcasters were equivalent to a declaration of war," he continued. "If they were going to do that sort of thing, they ought to have consulted the members and the rest of the music industry. I am in one of the lower classifications in ASCAP, but I wasn't calling for larger payments from radio stations to the Society.

"Radio has been the great opportunity for dance bands. It has given them a chance to be heard all over the country. There is no doubt but what radio has made me. If it's a question between ASCAP and radio, I will take radio for what it's done for me. I hope that all the bands which are now at the top will think of the matter in this light and will be willing to see that the other fellow gets his chance too.

"What I like about the situation now is that we all have the same chance. I used to get a song a week after it was recorded. The ASCAP houses gave preference to a few bands."

Asked whether he had any difficulty in making up satisfactory programs without the use of ASCAP music, Mr. Kassel said:

"None at all. I find that the music which is available outside of ASCAP is perfectly adequate, and I resent some of the publicity which has been issued by ASCAP on that matter. Mr. Buck has been quoted as saying that the chains may as well tell the boys to throw away their instruments. When he says that he is telling the public that we are not going to be any good. Well, we are not in a position to quit, and we don't need to anyway. Keep listening. That is my plea to the public—keep listening.

"It seems to me that the great trouble with ASCAP is that they have taken their slogan 'Justice For Genius' too literally. We may be dead before people know whether any particular writer is a genius. They've kidded themselves all the way through. Justice for work is something different, and that's what we want. Most successful songwriters are good craftsmen. They can turn out good stuff on order. ASCAP has some good music. I wish that all music was available, ASCAP as well as the rest, but ASCAP ought not to be in a position to dictate as they have in the past. They ought to get down to earth and represent the musical workmen, the little fellows as well as the man with the big name, and forget the genius stuff."

TEXAS LEGISLATOR ASKS ASCAP PROBE

AN INVESTIGATION of ASCAP by the Texas Legislature to determine whether it functions in violation of the Texas anti-trust statutes is proposed by Rep. Joe Skiles of Denton, Tex., in a resolution prepared for introduction in the Texas House when it convenes Jan. 21.

Rep. Skiles said his resolution would request Attorney General Gerald C. Mann, of Texas, to inquire into the Society's functions. "I am convinced," the legislator said, "that there is some way of returning to the public the right to hear their old favorites without paying tribute to a small group of Eastern promoters. Many songs composed by Texas composers and dear to the heart of Texas music lovers have been restricted to Texas radio stations and broadcasters by very harsh limitations imposed by the management of ASCAP."

"While fundamentally the matter is of federal concern," Skiles added, "insofar as it relates to Texas stations and to Texas music, I believe there is some recourse available."

Ward in 17 Markets

WARD BAKING Co., New York, during January is planning a campaign of one-minute station break announcements in the interests of Tip-Top bread using two to six stations in 17 specified markets. First market signed was Chicago, in which city on Jan. 6 the company started time signals six times weekly on WBBM, and one-minute participations five times weekly on the *Yours Truly* program on WENR. Full list of markets and stations will be released the week of Jan. 20 by Sherman K. Ellis & Co., New York, agency in charge.

Schick's CBS Series

MAGAZINE REPEATING RAZOR Co., New York, on Feb. 22 will start a campaign for Schick Injector razors using the 8:30-8:55 p.m. period on CBS Saturday evenings. According to J. M. Mathes, New York, agency in charge, the station list is not yet settled.

Zerbst Fall Plans

ZERBST PHARMACAL Co., St. Joseph, Mo. (Zerbst's Capsules), has started a varying schedule of 50-word spot announcements in eight markets. It is expected the account will expand this list for a fall campaign. Agency is Barrons Adv. Co., Kansas City.

ADVERTISING PAGES REMOVED

Network Record In Political Time

Billings for Recent Campaign Reached $1,638,910 Total

NETWORK political billings during the recent national campaign totalled $1,638,910, the largest in history, according to year-end tabulations by NBC, CBS and MBS. NBC's two networks accounted for $809,605; CBS, for $535,406; MBS, for $293,898.

Largest placements on NBC were by the Democratic National Committee, amounting to $260,109 and by the Republican National Committee, amounting to $158,924.

The other NBC totals were: American Labor Party, $3,103; American Writers Committee for Willkie, $23,733; Associated Willkie Clubs, $104,570; Committee of Business Men for Willkie, $7,788; Communistic National Election Committee, $7,397; Democratic State Committee of New Jersey, $23,298; Democrats for Willkie, $46,474; District of Columbia Republican State Committee, $1,121; Hiram Johnson for Senator, $1,928; Jeffersonian Democrats of the 11 Western States, $600; National Federation of Republican Women's Clubs of America, $9,386; National Independent Committee of Voters for Roosevelt and Wallace, $3,078; New York State Democratic Committee, $83,582; New York State Republican Committee, $31,915; North California Willkie-McNary Campaign Committee, $1,435; No Third Term Democrats, $3,522; No Third Term Democrats of Illinois, $6,624; Republican State Committee of Pennsylvania, $8,131; Socialist Labor Party, $4,234; Townsend for Willkie Club, $2,910; Willkie War Veterans National Committee, $4,488; Willkie Volunteers, $212; Women's Republican Clubs of Boston, $7,342; Women Workers for Willkie, $1,032; Writers Committee for Roosevelt, $2,670.

CBS Billings

Largest CBS political accounts were the Republican National Committee, $142,537, and the Democratic National Committee, $140,757.

Other CBS political billings were: Associated Willkie Clubs, $66,377; Committee for Non Partisan Education, $320; Democratic Anti-Third Term Committee of Massachusetts, $214; Democratic State Committee of New Jersey, $19,898; Business Men's League for Roosevelt, $18,299; Democratic State Central Committee of California, $5,112; Democratic State Central Committee of New York, $18,853; Paul Dever for Governor of Massachusetts, $480; Paul Dever Campaign Committee, $320; Ford for Democratic Senator, $372; Independent Committee for Parkman, $320; Ambassador Joseph Kennedy, $14,367; Hiram Johnson Campaign, $386; Massachusetts Republican State Committee, $320; National Committee of Democrats for Willkie, $14,686; National Committee of Independent Voters for Roosevelt and Wallace, $45,941; National Election Campaign Committee-Communist Party of U. S., $7,047; New York State Republican Committee, $4,735; No Third Term Committee, $5,538; Oklahoma State Democrats for Willkie, $10,602; Republican Campaign Committee, $852; Republican State Committee of Massachusetts, $3,040; Republican State Central Committee, $870; State Election Campaign Committee Communist Party of Calif., $426; Walsh Campaign Committee, $320; Willkie Volunteer Committee of Massachusetts, $241; Willkie War Veterans National Committee, $8,768; Yorty for Senator Committee, $3,408.

Breakdowns by sponsors were not furnished by MBS.

THEY WERE IN THE NAVY THEN

One of a Series

THE NAVY, TOO, claimed some of radio's well-known figures during World War I. Youngsters then, they don't look the same now. You'll find their identification on page 55.

Canadian Broadcasters Move Quickly To Promote Sale of War Certificates

By JAMES MONTAGNES

ANSWERING on short notice a call from the government to aid in the sale of $120,000,000 in war saving stamps and certificates in 1941, Canadian broadcasters within one week outlined and presented a promotion campaign to start Jan. 31. The program ideas were approved in Ottawa Jan. 13, and Finance Minister J. L. Ilsley praised the spirit of cooperation the department had received on such short notice from the broadcasting industry.

With the exception of four Sunday quarter-hour broadcasts from England, on the first of which, Feb. 2, Queen Elizabeth may participate, all the broadcasts are to be paid for by the Department of Finance. It is reported the broadcasters may turn back all or part of the receipts in the form of one or more Spitfire planes. The subject, it is understood, will be discussed at the Canadian Assn. of Broadcasters convention at Montreal Jan. 20.

Series of Programs

The campaign will open Jan. 31, with a one-hour network show, taking in every station possible, from 8-9 p.m. (EDST). The show may be recorded for rebroadcast to western Canadian stations at a later hour. There will be five such hour shows on Fridays, two variety programs, two feature programs and a final cavalcade program. On Sundays, starting Feb. 2 there will be quarter-hour programs from England, which will be carried as sustaining features by all stations, on which prominent government officials such as Anthony Eden will be asked to appear. These will be followed a half-hour later with quarter-hour talks by prominent Canadians.

On Feb. 3 special spot broadcasts will be carried daily to catch the women's audience. If these are successful they may be carried throughout the year from Mondays through Fridays. They will be in the nature of dramatized quarter-hour script shows, to convince the Canadian housewife of the necessity of saving. It is planned to start off with the stories of refugee families from conquered European countries and how they have fitted into Canadian family life.

In addition it is expected to have five weekly dramatized flashes during February.

The placing of programs is in the hands of a selection committee of Toronto agency executives headed by Adam Smith of R. C. Smith & Son as chairman, and consisting of A. M. Cairns of A. McKim Ltd.; H. A. Telfer, E. W. Reynolds Co.; M. Rosenfeld, MacLaren Adv. Co. They are expected to appoint a space buyer who will handle all preliminary details. The selection committee will work with the station representatives and the commercial department of the Canadian Broadcasting Corp. It is the intention of the committee to divide the business as equitably as possible keeping in mind adequate coverage.

Both private broadcasters and the CBC commercial officials have been working 18 hours a day on the campaign since they received a call from Ottawa for radio to take part in it. The agencies, CBC and Canadian Assn. of Broadcasters were represented at meetings held in Ottawa. The group which laid the plans before the Finance Minister includes E. A. Weir, CBC commercial manager; Harry Sedgwick, CFRB, Toronto, and CAB president; E. W. Reynolds, E. W. Reynolds & Co.; Adam Smith, R. C. Smith & Son. The CAB have set up a special committee of Guy F. Herbert, All-Canada Radio Facilities, Toronto; Harry Sedgwick; Joseph Sedgwick, CAB counsel; and, as substitute, A. E. Evans, CAB secretary-treasurer.

AGENDA COMPLETE FOR CAB SESSION

CANADIAN broadcasters numbering between 75 and 100 were to open their seventh annual convention Jan. 20 at the Mount Royal Hotel, Montreal. Of the 76 Canadian privately-owned stations, 58 are members of the Canadian Assn. of Broadcasters, and the convention will move on applications for membership of CFAR, Flin Flon, Man.; CKRN, Rouyn, Que.; CHLT, Sherbrooke, Que.

In addition to discussing the election of a paid president, copyright, newscast regulations [BROADCASTING, Jan. 1, 13], the CAB will deal with measures aiding the various government financial campaigns now reaching final planning stages.

Among American colleagues expected at the convention is Fred Weber of MBS, who is to give an address. The CAB will hear a report from George Chandler, CJOR, Vancouver, chairman of the CAB technical committee on Havana Treaty reallocations, and latest developments from the engineering conference which opened at Washington Jan. 14 are expected to be announced.

Disc-Live News Series In 17 Cities for Philco

PHILCO DISTRIBUTORS in 17 cities throughout the country are sponsoring a series of quarter-hour thrice-weekly programs featuring Frazier Hunt, news commentator, on a local station in each city. The program, titled *Philco Listening Post*, and promoting Philco radios, includes Hunt's comments on such topics as national defense, outstanding personalities in the news and human interest stories as prepared in transcription form by Transamerican.

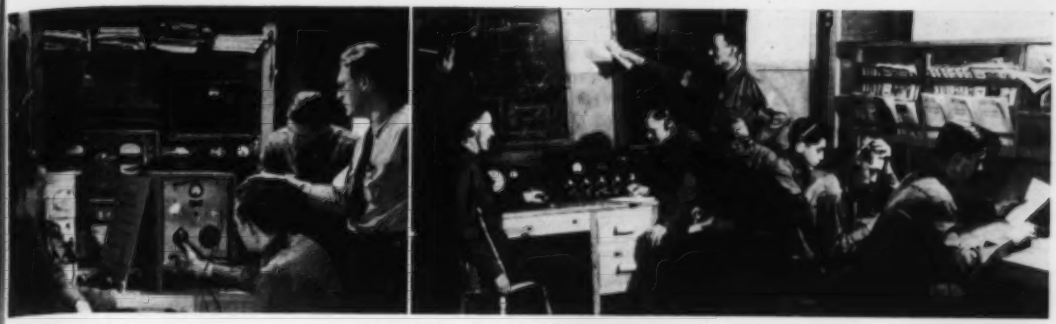
A unique feature is the inclusion of important news flashes by the local announcer during the last few minutes of the broadcast. Sixteen stations started the program Jan. 13, while WOR, Newark, joins the list Jan. 21. In the majority of cases the schedules call for evening quarter-hours between 8 and 10 p.m. Local agencies are placing the series for the Philco dealers, who in some cases are contacting the stations direct. Stations are WGAN WEEI KYW WJSV WSB WGAR WLS KMBC KSD WHAS KTRH WCCO WTMJ KFI KSFO WWJ WOR.

Beauty Cream Tests

TO PROMOTE two beauty creams selling at half-price during January, Mona Manet, New York beauty salon, is testing radio throughout the month, using one-minute spot announcements 15 times weekly on WHN, New York. Agency is Sophie Goode and Edna Mayo, New York.

Marlin Spots

MARLIN FIREARMS Co., New Haven, Conn., on Jan. 16 started a campaign for its razor blades, using 10-word announcements in the latter half of Larry Elliott's *Rising Son* program on WABC, New York, Tuesdays, Thursdays, Saturdays, 6:35-7 a.m. Agency is Craven & Hedrick, New York.



FINE POINTS in operation of a Type M 40-watt radiophone transmitter are shown to members of the CCC radio instruction class (left), Yellowstone Park, by Clyde Elliott (right), junior radio engineer. The set relays messages from 3-watt field sets to district stations or the Mammoth master station. It is semi-portable. Radio fundamentals are taught to enrollees at the Halsey, Neb., camp (right) by practical instructors. The camp is one of the group sending code messages to an Army relay station. The radio classes are included in the CCC defense training program, which turned out 3,300 trainees last year.

Arlington Towers Soon to Be Razed

AMERICAN radio's most famous landmark, the Arlington, Va., antenna towers, will soon disappear. The three structures, which jut into the sky across the river from Washington, will be junked and sold to make way for the new National Capital airport, now almost finished. It was felt the main tower, 600 feet high, and two others, each 450 feet high, would constitute a hazard to planes landing at the new field, two miles south of the city.

The towers, which housed the antenna of the Navy Communications center, are obsolete so far as radio is concerned. Operations now carried on by the station will be turned over to the Navy transmitter at Annapolis, one of the most powerful in the world.

In recent years more and more of the traffic handled by the Arlington station has been transferred to Annapolis. The Arlington station went into operation in February, 1913, and was one of the pioneer high-powered stations, transmitting messages to the fleet and broadcasting time and weather reports.

It was from these antennas that the first voice signal was transmitted abroad. The Bell Telephone Co. and the Western Electric Co. constructed a voice transmitter in cooperation with the Navy Department shortly after the World War and successfully transmitted a voice signal which was picked up at the Eiffel Tower in Paris.

Arlington was perhaps most familiar to ship operators, many of whom today are working as chief or assistant chief engineers in commercial stations. For it was from the Navy station that they daily got their weather reports and time signals.

Insurance Company Deal

CAROLINA LIFE INSURANCE Co., rather than its officers, will become largest stockholder in WCOS, Columbia, S. C., if the FCC authorizes A. B. Langley, the insurance company's president, and Ames Haltiwanger, its vice-president and treasurer, to transfer their respective 24½% holdings in the station. Application to make the transfer was filed with the FCC Jan. 15. The station, a local on 1370 kc., was authorized for construction in September, 1938 and went on the air Sept. 29, 1939.

CCC TRAINS RADIO OPERATORS

Another 5,000 to Be Turned Out by Camps This Year As Instruction Courses Are Speeded

AFTER training some 3,300 men in shortwave radio operation last year in connection with its national defense training program, the Civilian Conservation Corps expects to train an additional 5,000 during the current fiscal year. James J. McEntee, CCC director, stated Jan. 17 that steps are being taken to standardize and speed up radio training in the 1,500 CCC camps over the country, with this instruction integrated with other phases of the Corps' national defense training program, covering 300,000 CCC enrollees as of Dec. 1, 1940.

At present about 175 CCC camps use shortwave radio, both code and voice, for all official communications. Some are located deep in forests or isolated on western prairies, while others, such as those in the Fourth Corps Area in the Southern states and in the Northwest, are linked by a direct shortwave radio network. Enrollees receive training at special schools in the actual operation, repair and handling of instruments. Further training is offered on the CCC radio networks and in special classes held in vocational shops.

District Camps Linked

"Wherever there is a radio station operating in camp, you may be sure there is a group of boys studying radio," Mr. McEntee commented. "This type of training has been organized by the U. S. Signal Corps officers and schools maintained at Fort McPherson, Ga., and Fort Missoula, Mont., to train CCC boys to fill the camp operator positions. Many of these 'graduates' have gone into Army, Navy, Coast Guard and merchant marine jobs, and into stations of the district networks. The Fort McPherson school has a normal output of about 100 operators, now being stepped up to meet the increasing need for trained radiomen."

The Fort McPherson training groups are made up of enrollees selected because of aptitude for radio, as demonstrated in radio classes at the camps. They must have completed at least elementary school, and preference is given high school graduates. The District Radio School at Fort McPherson turns out boys who can handle 18 to 20 words in radio code and are familiar with radio theory and operating procedure, Mr. McEntee stated. The control station for the district network is maintained by the school.

Figures show that use of the radio network in linking the district camps saves more than $1,000 per month on communication costs, it is estimated. Further training in radio repair and maintenance is afforded trainees at night classes of Atlanta Technical High School. Plans are afoot to extend this training plan to other sections of the country.

Apart from stations used for CCC communications, official orders, food supply and equipment messages, some 4,000 portable transmitters are used during the fire season in national forests and parks, it was stated. Gael Simson, in charge of U. S. Forest Service radio work and a leader in developing lightweight portable radio equipment for fighting forest fires, stated that his organization uses hundreds of CCC operators during the fire seasons.

"We have found CCC boys eager to be trained in radio work, and we have found them very efficient as operators," Mr. Simson declared. "Furthermore, the training these boys receive using our equipment gives them a good start in learning radio operation as a profession after they leave the Corps, or for service with the Army, Navy or merchant marine."

Loan Group Spots

NINETEEN Federal Savings and Loan Associations in New York and vicinity have launched a campaign promoting home ownership as the first line of national defense. Included will be a radio program to be heard over WABC, New York, featuring John B. Kennedy. The program will tell the success stories of Americans who helped build the country. Newspaper advertising, direct mail, booklets and folders will also be used. The campaign was announced in a letter to President Roosevelt.

WMDF are the call letters assigned by the FCC to the new local in Greenwood, S. C., granted to Grenco Inc. [BROADCASTING, Jan. 13].

Industry Pushing Paralysis Drive

Network and Local Promotion Campaigns Being Waged

EVERY American citizen will be urged to contribute to the fund for the National Foundation for Infantile Paralysis when the annual "March of Dimes" program, arranged under the auspices of the Committee for the Celebration of the President's Birthday, is broadcast Jan. 25 from Hollywood on CBS, NBC and Mutual, as well as independent stations throughout the country. Eddie Cantor will be m.c. of the one-hour show, which will feature outstanding stars of radio, stage and screen.

The networks for the past week or so have been presenting special programs devoted exclusively to the campaign, while stations in various communities have been cooperating with local drives for funds. New Yorkers, for instance, can contribute to the five "Mile o' Dimes" stationary booths and two motorized mobile stands throughout the city, set up through the cooperation of New York stations WEAF and WJZ.

Mile and March

More than 14 programs are scheduled to originate from these booths during the 18-day drive, with members of the WEAF-WJZ guest relations staff on duty all day to urge passersby to contribute.

Forty-eight other stations throughout the country are cooperating in the "Mile o' Dimes" campaign which is separate from the "March of Dimes" headed by comedian Cantor. The latter is plugged on most of the principal network commercials.

In Washington Mrs. Franklin Roosevelt, the First Lady, placed two dimes on the WRC-WMAL stand Jan. 14—one for the President and one for herself. High Government officials will call at the stand during the campaign and place their dimes "in the line".

New York station, WMCA, is presenting an unusual program to aid the drive, with the idea of exchanging thoughts and correspondence between normal healthy persons and those handicapped or shut in. Titled *Steps Toward Happiness*, the program is conducted by Sam Sague on Wednesdays at 12:3 p.m. and Saturdays at 6:45 p.m. Mr. Sague asks for contributions to the infantile fund from adults and from children, those donating the most money in each group to receive prizes from American Airlines and Bulova Watch Co., respectively.

WCMI Adds 4

WARREN DAVIS, formerly of WLAP, Lexington, Ky., has joined WCMI, Ashland, Ky., as business manager. Additions to the WCMI announcing staff include Jim Undercoffer and Will Bradley, both new to radio. Announcer Art Petersen has been called for military training. Virginia Booth, formerly associated with the Bolivian and Peruvian embassies in Washington and secretary to Bert Georges, manager of the WCMI Radio Center in Huntington, W. Va., has been placed in charge of the *Woman's Club of the Air* program on the station.

When Radio Covers the Battle Front

Efficient News Organization, Coolness In Tense Situations Necessary

By PAUL W. WHITE
CBS Director of Public Affairs

CHAOS in Europe requires orderly reporting if the world is to be given a quick, accurate and objective picture of what is happening. To bring daily reports from the scene of action, as well as commentaries evaluating these historic events, requires the fanciest sort of split-second timing and administrative efficiency. A key man in radio's war setup is Paul W. White, CBS Director of Public Affairs. Seated at a battery of telephones, microphones and gadgets, he literally keeps his finger on the pulse of the world, day by day, minute by minute, and even second by second. Writing in the current issue of the Annals of the American Academy of Political and Social Science, he tells just how it is done. Herewith are excerpts from Mr. White's article.

THE months since Sept. 1, 1939, war, bringing with them the collapse of nation after nation and the consequent interruption of communications, have created extraordinary problems for those of us in radio whose applied task has been to provide the public with fair, honest, and accurate news.

Despite a considerably augmented news schedule on every station and every network, the listener ratings on individual news programs, both national and local, have reached increasingly high levels.

News Sources

In this connection a recent survey completed during the summer in 19 American cities, ranging in size from Salt Lake City to New York City, may be of special interest. The question, "In what order would you rank the following news sources in their importance to you?" was asked in a telephone survey over a three-day period. Here are the results and percentages of "first rank" mentions:

	Per cent
Radio analysts	41.7
Radio bulletins	23.3
Newspaper editorials	17.6
Newspaper reports	17.4

From this it can be seen that radio received 65% of "first rank" mentions, as compared with 35% for the press.

Consider that this remarkable result was achieved only in large and medium-large cities where adequate newspaper service of several editions daily is afforded the public. And consider also that many other investigations show radio news most popular in the smaller cities and rural areas. There comes, then, the inescapable conclusion that radio news has achieved a vast following among all classes of our citizenry and that no other feature of broadcasting has such a steady popularity.

This record of progress constitutes a tribute to radio's inventiveness and ingenuity of organization, to a numerically small but enterprising group of correspondents abroad, and to the industry's own sense of responsibility toward the public.

To understand how radio prepared to cover the war, let us go back to July of 1939, a month that held overtones of the warfare to come but which had not yet given a clew to the Russo-German nonaggression pact of the following month which, to most of us, seems more than anything else to have touched off Europe's powder barrel.

In that July, ostensibly "to take a vacation," I went abroad and sat down with three Columbia representatives around a table in our London office. These men were Edward R. Murrow, chief of our European staff, with headquarters in London; William L. Shirer, then assigned to middle Europe, with headquarters in Geneva; and Thomas B. Grandin, then in charge of our Paris office.

With the exception of secretaries and other office help these three comprised the whole of our full-time European staff. True, we had "string men" in virtually every capital and had a working arrangement with certain press associations whereby in emergencies, such as the Czech crisis of the year before, we could call upon their correspondents to broadcast for us.

Forming a Pattern

But with war a distinct possibility—and in the unanimous judgment of the four of us almost a probability within the immediate future—we set about to create an adequate staff to be prepared for any eventualities.

First, Mr. Murrow, Mr. Shirer, and Mr. Grandin, who had previously performed considerable research, reported on the probable method of handling news broadcasts if and when war came. Their judgment and preliminary work on these plans was of the highest possible caliber. Parenthetically, I may say that upon returning to New York and dictating a memorandum which might be termed a blueprint for war coverage I appended this cynical note: "P.S. I don't think it will work either." Happily I was wrong. In virtually every detail the plans outlined by these three correspondents were followed at the outset of the war, and still form a pattern of all radio broadcasting from an embattled Europe.

PAUL W. WHITE

More about this conference in London. We decided that we should immediately obtain special correspondents of our own, all of whom should be Americans, in prospective trouble centers such as Warsaw, Rome, Scandinavia, the Low Countries, the Balkans, and Turkey.

It will be noted that Moscow is conspicuously absent. The Soviet Government alone in Europe has forbidden its shortwave facilities to American broadcasters. The Slavic thinking behind this provision may be paraphrased somewhat as follows: "If broadcasts by Americans were permitted from Russia, then the American public might believe that its own radio was bringing it a completely fair picture of all European ideologies. But since the Moscow broadcasts would be only a small percentage of the total number of broadcasts, such fairness would not actually be achieved". By December, in what then was called a "phony war", Columbia had a full-time staff of 14 men and women in Europe and numerous other correspondents on a free-lance basis.

It may be asked what qualifications are demanded of a radio correspondent. On the whole, we are satisfied with a good workaday American brand of English and set no especial store on polished diction. The one thing that we have insisted upon above all else is as complete an objectivity as can be mastered.

Having selected our staff members and having set for them the above standards of performance, we come now to the technical problems of transmission from abroad. In general the transmissions from Europe are of two types. One is the general broadcast over a government-controlled short wave station abroad, which is picked up in New York by RCA and transmitted to Columbia's master control engineering headquarters by land line and from there fanned out not only to the transmitter of our key station in New York, WABC, but also by land line to the other network stations and their individual transmitters.

The second type is a point-to-point transmission such as between the British Post Office in England and the AT&T to its receivers along the Atlantic Coast. The point-to-point transmissions are secret. The others are available to anyone who has a competent shortwave receiving set.

At the outset of the war it was quite difficult for us to educate foreign broadcasters to the exact timings necessary in the American system of radio. This difficulty has now been eliminated and it is rare that a program does not come in from Europe exactly on a split-second schedule.

Naturally, we do not always adhere to the original schedules. If, for instance, on the morning of September 1st we should have found the big news centering in Budapest, Stockholm, Vichy, or any one of a half-dozen other places, we should have cabled our staff correspondents or part-time reporters in those capitals and arranged last-minute substitutions.

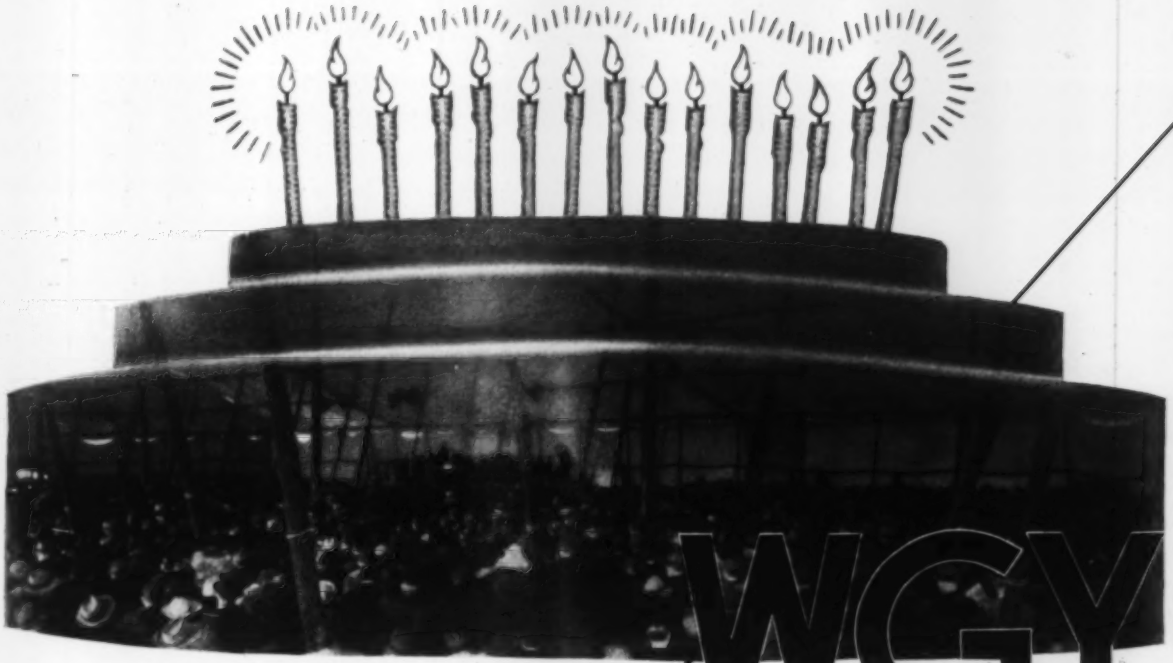
Power of Prophecy

Nevertheless, we have found that to a certain extent developments in the war, or at least the countries where important developments are most likely to occur, may be foretold with remarkable accuracy. This attempt at prophecy in setting up advanced schedules is accomplished with long study of news trends and with the guidance of military experts such as Maj. George Fielding Eliot.

Still another factor is helpful. I refer to the shortwave listening station which Columbia has had in operation since the middle of August 1939, and about which I shall have more to say later. Frequently reading between the lines of propaganda emanating from European stations has enabled us to have our staff properly located and

(*Continued on page 40*)

LISTENER RESPONSE *"In Person"*



WGY

Farm Birthday Party

7000 of WGY's rural friends attended, and enthusiastically acclaimed, the WGY Farm Birthday Party on November 1, 1940.

From all sections of the Great Northeast came these rural neighbors to Schenectady to pay tribute to 15 years of continuous farm service broadcasting. And as a "birthday" gift they brought five tons of produce for donation to state charities.

This exceptional spirit of friendship is indicated constantly—not only by personal visits but by thousands of letters showing a regular day-to-day listening habit. It's a habit that means complete rural coverage in the Great Northeast—with real friends receiving your message.

For complete information on WGY's rural coverage drop us a line. Or just ask at any NBC Spot Sales Office. Make WGY's friends your friends.

WGY-41

GENERAL ELECTRIC STATION

WGY

SCHENECTADY

50,000 WATTS · 790 KC.

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Fly Foresees Early Decision On Network Monoply Report

Final Briefs in Hand, FCC Is Drafting Report; Interest Centers in How Far It Will Go

WITH FINAL briefs submitted, the FCC is drafting the long-awaited Network Monopoly Report, which will show how far the Commission proposes to go in attempting more stringent regulation of the business of broadcasting.

Regarded as the hottest topic before the FCC because of echoes in Congress, the report is expected to recommend far-reaching changes in the law. This is anticipated despite contention of FCC attorneys that the Commission now has ample authority to regulate contracts of networks with affiliated stations and otherwise to control station fiscal operations.

Sees Early Action

FCC Chairman James Lawrence Fly indicated Jan. 13 the Commission might dispose of the report in latter January or early February. The Commission has before it the voluminous report of its Network Monopoly Committee, which has been challenged on grounds of accuracy. Charges of bias and even of running out of bounds on its jurisdiction have been levelled against the committee. The report, made public last June, bore the signatures of former Commissioner Thad H. Brown and Commissioners Walker and Thompson.

The Fly estimate that the FCC might act within two or three weeks is regarded as overly optimistic, based on past experiences in connection with the network monopoly investigation. It is possible the FCC subordinate departments may place before the Commission the preliminary draft of the report by mid-February, but few observers believe it will act promptly.

Voluminous Document

There is a definite FCC schism on the report. The Walker-Thompson committee favors drastic regulation, and apparently is vigorously supported by Commissioner Payne. On the other hand Commissioners Craven and Case appear to question the authority of the FCC to undertake the extreme regulation proposed by the committee. Chairman Fly's attitude is not yet known.

Analysis of oral arguments presented Dec. 2-3, as well as supplementary briefs filed early this month, is occupying the FCC Law Department. Robert Cooper, Special Assistant to the General Counsel and former Department of Justice Anti-Trust Division attorney, is devoting considerable time to the report. Seymour Krieger, broadcast section attorney, also recently of the Anti-Trust Division, is devoting practically full time to this work. Financial aspects are being handled by the Accounting Department through deQuincy V. Sutton, head broadcast accountant. Few engineering considerations are involved.

The Network Monopoly Committee which ran from Nov. 14, 1938 through May 11, 1939. It covered 1,300 pages, largely a digest of testimony, along with a 130-page summary and a six-page letter of transmittal.

The report, among other things, urged regulation of contracts between stations and networks; banning of networks from transcription and talent booking fields; elimination of exclusive network affiliation contracts for long periods; forcing networks to expand coverage by serving stations in remote areas; duplication of clear channels to provide more stations and sundry other regulatory steps which, if adopted along with the basic considerations, would have the effect of "crucifying the industry."

Briefs Summed Up

The whole controversy was placed in the lap of the FCC for final decision when supplementary briefs were filed Jan. 2 by principal respondents. These followed the Dec. 2-3 oral arguments, at which the jurisdictional question was raised and at which time FCC Chairman Fly asked participants to discourse on the potentialities of added competition in network operation.

The NBC brief, offered by Philip J. Hennessey Jr., NBC counsel throughout the protracted chain-monopoly proceedings, based its discussion of the competition question squarely on the conflict between NBC-Blue and MBS, pointing bluntly to "the Blue's wide margin of leadership over MBS in program popularity", based on listener surveys of programs on both networks. Charging that MBS "seeks to gain advantages not through competitee's report was based on hearings tion, but without competition", the NBC brief charged Mutual with drawing "the red herring of monopoly across the trail of radio progress".

"It is apparent that the problem which MBS has placed before the Commission is not one of competition, but one of coercion," it continued. "It demands the big stick of governmental control through a series of regulations not contemplated in the Communications Act and destructive of the rights of competing networks in the field. It seeks the position, the opportunities and the prestige gained by others through millions of dollars of investment and many years of research and development, not by competition, but through a mandate imposed by the FCC.

"Since 1938 Mutual has insisted that the door of opportunity is barricaded to it and has sought to batter the door from its hinges. And yet its income for the first 11 months of each of the last four years shows the contrary to be the case. If it has not stood wide ajar for Mutual, at least the door of opportunity has responded readily to normal competitive pressure under existing conditions."

NBC in its brief also "categorically denies and insists it is in a position to disprove" the charges of its alleged monopolistic effect on artists' service activities, voiced at the oral arguments by Martin Gang,

(*Continued on page 42*)

PRINCIPALS in the production of the *Saturday Night Serenade* program, which on Jan. 4 started its sixth successive year on CBS under sponsorship of Pet Milk Sales Co., St. Louis, have not changed during that period. Left to right are Roland Martini, director and producer of the program and vice-president of Gardner Adv. Agency, St. Louis; Gustave Haenschen, musical director; Bill Perry, tenor, and Bob Trout, CBS newscaster on the program.

Two Texas Boosts

TWO Texas stations on Jan. 14 were authorized by the FCC to increase night power from 1,000 to 5,000 watts, pursuant to the engineering standards specified under the Havana Treaty. KGKO, Fort Worth-Dallas, was granted a construction permit to make changes in its directional antenna and operate fulltime with 5,000 watts. KTRH, Houston, on 1290 kc., was granted a construction permit to install a directional for night use with a power increase to 5,000 watts. WBIR, Knoxville, Tenn., was given a modification of construction permit, with an increase in night power from 100 to 250 watts fulltime.

SEAKS APPOINTED FLY'S ASSISTANT

APPOINTMENT of Robert G. Seaks, attorney with the Tennessee Valley Authority, as assistant to FCC Chairman James Lawrence Fly, was announced Jan. 15 by the FCC. Mr. Seaks succeeds Nathan H. David, who has been transferred to the Broadcast Section of the Law Department.

Mr. Seaks rejoins his former chief at the FCC. Mr. Fly was general counsel of TVA prior to joining the FCC and had headquartered, for the most part, in Knoxville. Mr. Seaks joined the TVA legal staff in 1934 and, except for a period in 1936 and 1937, when he engaged in graduate work at Yale Law School, had been with the agency.

A graduate of Gettysburg College in 1931, after having been elected to Phi Beta Kappa, Mr. Seaks three years later graduated as the first man in his class at Duke Law School. He was admitted to the bar in Tennessee, but is a native of Harrisburg, Pa.

Mr. David, who served as assistant to Chairman Fly for the last year, replaces James D. Cunningham in the Law Department. Mr. Cunningham recently was called to active duty in the War Department. It is expected Mr. David's first assignment will be in assisting Joseph L. Rauh Jr., Assistant General Counsel, drafting matters incident to the Havana Treaty broadcast reallocation.

Financial Questionnaire Sent Stations by FCC

EMBRACING only mechanical changes in the form used last year, the 1940 financial statistical questionnaire covering standard broadcast station operations Jan. 14 was dispatched by the FCC to all licensees. The form (324) must be returned by March 1. Following customary practice, however, it is expected the FCC, in individual cases, will authorize an extension for a reasonable period.

The comprehensive questionnaire covers 21 pages. Deviations from last year's form largely are designed to aid broadcasters in supplying the data and to assist the FCC in more expeditious handling of the calculations. Stations having incomes of $25,000 and less are not required to supply information in detail.

Thomas Sells WBRK

SUBJECT to FCC approval, Harold Thomas, operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass., has sold WBRK to Monroe B. England for approximately $60,000. The station operates with 250 watts on 1310 kc. Mr. England is a retired clothier of Pittsfield. Mr. Thomas will continue operating WATR, and holds a construction permit for the new WNAB, Bridgeport, Conn., authorized to operate with 250 watts on 1420 kc. WBRK started operating in February, 1938.

JOHN ARRINGTON and Mrs. Arrington, formerly chief owners of WCHV, Charlottesville, Va., have applied to the FCC for a new 250-watt outlet on 1310 kc. in Covington, Va., located in western Virginia near the West Virginia line.

IT ALL ADDS UP TO KLZ

A 12% population increase since 1930 has moved Denver into 24th place among the nation's cities, five spots above its ranking in the previous census. A contract by the War Department for the construction of a small arms plant in Denver involves $21,000,000 for construction and equipment and an $80,000,000 order for the first year's output. A Colorado agricultural production valued at $115,102,000, and an output from mines worth $65,710,000 are insurance of a maintenance of a $305,000,000 wholesale business and a $175,000,000 retail trade for the state's principal city.

Add all of this together and you have a powerful and active market . . . you have KLZ's market. For KLZ's intensive power in the Denver-Rocky Mountain region is directed to that part of Colorado where population is thickest, where business is most animated, where selling is most profitable, where action is sure.

KLZ · DENVER

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

WLW Claims Advance in Cost Studies

Control Technique for Radio Devised in Extensive Study

DEFICIENCIES in radio cost allocation technique are claimed to have been solved by WLW, Cincinnati, in its new 83-page study, *The Allocation of the WLW Radio Dollar in 345 Midwestern Cities.*

Presentation of results of the comprehensive survey by Dr. Richard R. Mead, of the Wharton School of Finance & Commerce, U of Pennsylvania, highlighted the station's 1940-41 sales convention, held Jan. 3-5. Dr. Mead worked for several months in conjunction with the WLW market research department, headed by W. H. Oldham, in gathering and preparing the survey statistics.

Introducing Dr. Mead to the WLW sales convention, James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, declared that increased emphasis placed on the study and control of distribution costs has been outstanding among recent developments in all branches of marketing, encompassing many types and classes of business. He added that for the national or regional company merchandising its products in many different markets these control techniques have become indispensable to successful management.

LOOKING OVER the unprecedented cost allocation survey, *The Allocation of the WLW Radio Dollar in 345 Midwestern Cities*, just before it was presented to the 1940-41 sales convention of WLW, Cincinnati, are (l to r) Robert E. Dunville, WLW general sales manager; James D. Shouse, Crosley Corp. vice-president in charge of broadcasting; Dr. Richard R. Mead, of the Wharton School of Finance & Commerce, U of Pennsylvania, who developed the 83-page survey in conjunction with the WLW market research department, headed by W. H. Oldham.

Allocation of Costs

In reviewing the advance and development of studies made by different advertising media, Mr. Shouse listed three ways in which knowledge of the proportion of media costs allocated to specific areas has proved helpful:

1. It enables the advertiser to utilize a more equitable basis for determining the share of the total advertising burden to be charged to particular wholesale and retail dealers;

2. It allows the advertiser to maintain a better balance between personal selling, promotion and advertising costs in different sections of his market;

3. It facilitates a more accurate appraisal of the relationship between advertising efforts and sales results.

"In the case of magazines and newspapers, the ease of obtaining publishers' paid circulation figures has greatly simplified the problem of territorial cost analyses," Mr. Shouse commented. "However, radio stations have thus far been unable to supply an equally simple answer to this problem. When radio was an unimportant infant, this deficiency was of no particular consequence.

"Today, with radio claiming more than 20c of each dollar spent by national advertisers it is no surprise that advertisers are now seeking some basis by which they can properly allocate their radio time and talent costs to various towns and cities located within the coverage area of the stations regularly broadcasting their programs."

Citing the commonly used research techniques of broadcasting stations, involving service area, radio families, buying power, living standards and volume of retail sales, Mr. Shouse continued:

"This method, while offering a satisfactory measure of potential station coverage, has limited usefulness. It merely provides a quantitative measure of the total size and economic characteristics of the potential listening audience. The actual listening audience of a particular station is affected by 'dead spots' in the physical coverage area, competition from other stations, and variations in listening habits.

Mail Response

"Therefore, such analyses cannot supply the prospective advertiser with satisfactory data concerning the number of people who listen regularly to the station in question, the hours of the day when their listening is most intense, and how this listening audience is distributed among the various segments of the coverage area.

"In order to secure a more useful measure of listener interest, many stations have made elaborate analyses of mail response to special offers made during certain programs which they have broadcast. While supplying valuable information concerning the areas in which a station has a substantial measure of listener interest, these analyses also fail to provide an answer to the cost allocation problem because:

"A—Where the percentage of radio families in the central city, making replies, is used as the base, the assumption is made that the percentage of replies will tend to be larger in the station's home market than in any other portion of its coverage area. Here consideration is not given to the possibility that in some cases the intensity of listener interest in surrounding areas may prove much greater than that in the central city. Under these circumstances, such analyses may present an erroneous estimate of the station's coverage.

"B—Such studies make no attempt to estimate the apportionment of the station's total listening audience to various counties and cities within the coverage area, as revealed by the size of the potential audience in such areas and the variation in the proportion of these set owners that mailed in replies to the various offers made by the station.

"C—Mail response analyses also are handicapped by the fact that there is a tendency for rural listeners to be more responsive to offers than those living in large urban areas. While this greater responsiveness may be attributed in part to a relatively larger rural audience than that found in cities, this discrepancy in response cannot be explained entirely on the basis of an increased volume of listening.

Other Surveys

"Stations have also conducted coincidental telephone surveys and made various types of personal interview investigations. With few exceptions, these studies have been conducted within the city or immediate trading area of the city in which the station is located. Such data, therefore, cannot be utilized

(*Continued on page 46*)

Many Suspending Coca Cola Discs

Non-ASCAP Stations Firm in Refusing Song Program

STANDING firm in their decision not to sign with ASCAP, the majority of the 220 stations previously broadcasting the *Singin' Sam* transcriptions have refused this business since Jan. 1, following the decision of D'Arcy Adv. Co., agency for Coca Cola Co. and producer of the programs that it would be impossible to continue the series without including some ASCAP music [BROADCASTING, Jan. 1].

Since the transcriptions are placed locally by individual Coca Cola bottling companies the agency does not know exactly how many stations are still carrying the series, but the list released by ASCAP of stations which have taken out the Society's licenses includes only about 50 of the Coca Cola outlets, according to Wallace Pflueger, D'Arcy executive.

Net Series Continues

From letters received from stations, he said, the agency knows that quite a number of its outlets have discontinued the broadcasts but are reserving the time pending a change in the situation which would permit their resumption.

Mr. Pflueger said the agency fully appreciates the stand taken by the stations which no longer carry the programs, but that the stations seem to have more difficulty in understanding D'Arcy's position that the *Singin' Sam* programs cannot satisfactorily be built exclusively of non-ASCAP music. The company's CBS series, *Pause That Refreshes on the Air*, a semi-symphonic program set-up, is entirely non-ASCAP in accordance with the network's stipulations and will continue on that basis. The future of whether the cooperative spot campaign will be dropped altogether, or *Singin' Sam* continued on stations which have taken ASCAP licenses, or the program remodeled along non-ASCAP lines or another substituted, has not been decided.

Silver Dust Spots

LEVER BROS. Co., Cambridge (Silver Dust), on Jan. 12 started evening station-break announcements five times weekly on the following stations: KYW KDKA WRC WGY WHAM WTIC WBBM WJAR WLW WJR WTAM. Two more stations will be added. As a part of the promotional campaign, the announcements will feature the offer of a Cannon dish towel free with every box of Silver Dust purchased. BBDO, New York, is the agency.

WPTF Boosts Rates

WPTF, Raleigh, affiliate of NBC-Red's Southeastern Group, will start unlimited time operations with an increased power of 50,000 watts on or about Feb. 15. Earlier it had been stated that the station would begin operation with increased power late in January. Evening hour rate will be increased from $150 to $240, while the cut-in announcement rates increase to $20 nighttime, $10 daytime and $15 Sunday afternoons.

How to woo a woman

WHEN HER HUSBAND IS AWAY . . . *and after he returns,* as well!

THE TIME
Morning, Noon and Night

THE PLACE
Over the Blue Network of NBC

THE COST
The lowest of any national advertising

THE PROOF
Our ever-increasing list of contented clients

"Sales Thru the Air with the Greatest of Ease" is more than just an advertising slogan for the Blue Network of NBC. It's a proven fact. And we have 47 clients right now (they're increasing every month) who keep proving it for us.

When it comes to pleasing women, there's a bit of the Casanova in us. And we wouldn't have it otherwise—not with women controlling some 80% to 90% of all purchases made—either doing the outright buying or choosing the product for the family.

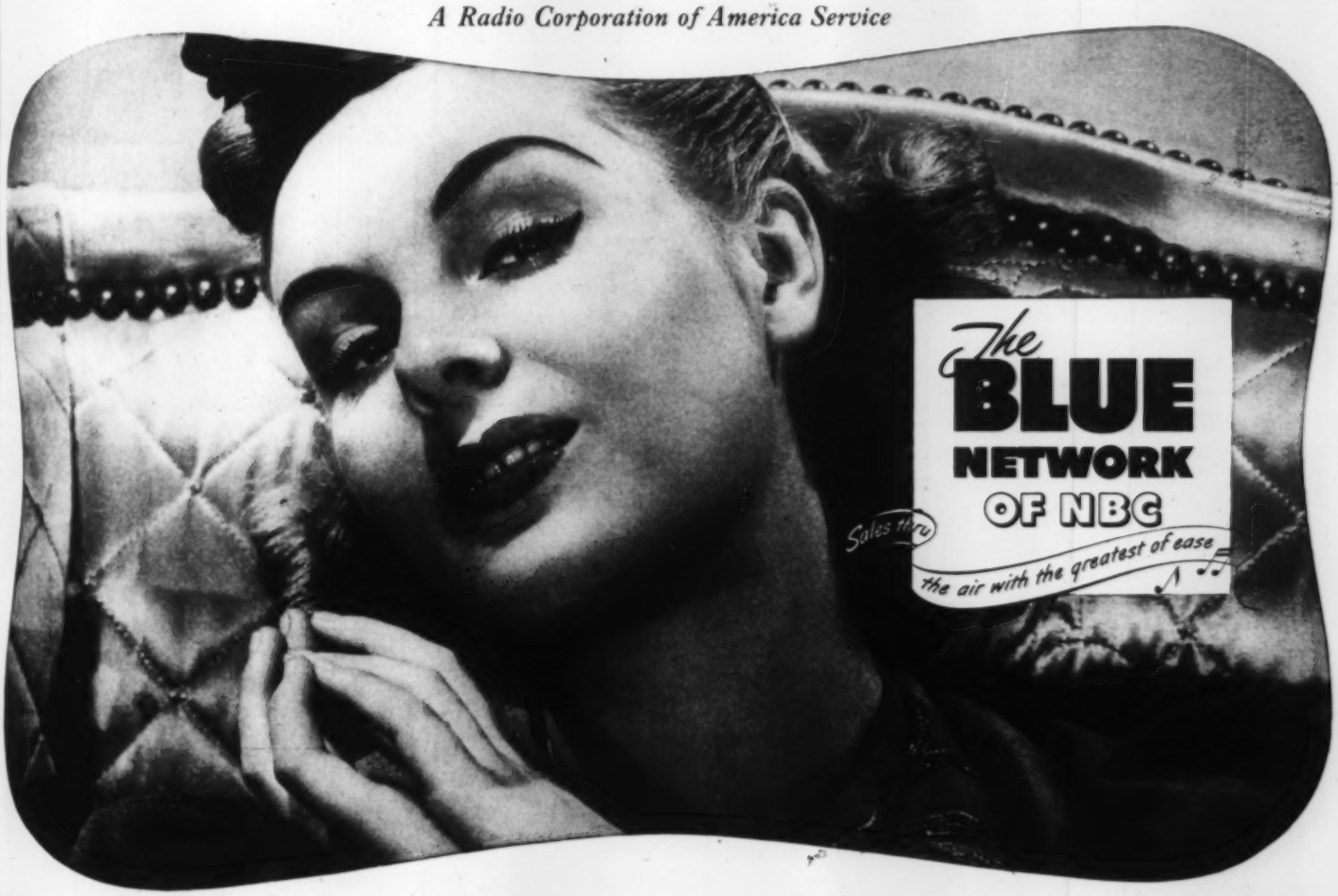
So, when the ever-loving husband is away we entertain the wives with an especially suitable menu of daytime programs. And, judging by the repeated renewals of our daytime clients (who find this advertising as economical as it is effective) we're doing pretty well at the job.

But when evening falls and friend husband returns, we're the living proof that three *can* be good company. In fact, of the 25 new accounts bolting to the Blue in the last six months, 15 have bought time in the evening.

Such popularity—with advertisers—must be deserved. One important reason for it is that the Blue's coverage is concentrated in the Money Markets where the heaviest buying power is wielded. Another is the famous Blue Network Discount Plan which allows your network to expand with your budget, provides national coverage at the lowest cost of *any* medium.

So, if you have a product with which you'd like to court the woman of the household, put it on the Blue Network and let us do the wooing.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service



WCK
DOIN
FOR TH
FIFTY GRAND IN POWER

THE REAL JOB
THE ADVERTISER

L. B. Wilson

CBS PROGRAMS

BROADCASTING
and
Broadcast Advertising

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Contract Commotion

AS LONG as the buyer-seller relationship exists (and it will be perpetual, we hope) there will be business disputes. A new one suddenly rears in radio over standard order forms and/or contracts for national spot placements through advertising agencies. As in all such disputes, there is a sound business answer.

For the last eight years spot business has been placed largely on the basis of a standard order blank bearing the seal of the American Association of Advertising Agencies. It was drawn originally by the AAAA in collaboration with the NAB. It has performed yeoman service. But over the years it has become increasingly inadequate. The broadcasting industry has grown up. Old practices have been outmoded. There have been codes and creeds and whatnots. The 2% cash discount has gone by the boards for all but about 19% of stations.

The upshot is that the order form, when finally executed, undergoes an amazing change in most instances. Rubber stamp alterations both by station and agency are made, and the order usually gets tossed back and forth before it is finally consummated.

Last fall committees of the AAAA and NAB got together to work out a new spot order method. As was logical to expect, AAAA asked concessions and commitments designed to benefit the advertiser from the rate standpoint. The NAB committee proposed a simple form of contract rather than a mere order form. There was haggling about discounts, rate concessions and the perennial cash discount. All these points apparently had been compromised. The NAB executive committee approved the recommended form and urged haste in getting it out because of the music situation.

A few days ago the recommended contract was sent by the NAB to its stations. Then the AAAA headquarters kicked over the traces, holding that the suggested contract is not acceptable. The contract recommended will not be satisfactory to all stations or to all agencies. As a matter of fact, there never has been a *standard* contract or buying order. Exceptions always are made on this point or that. And they will continue to be made. The contract is regarded as the best for the industry as a whole. After all, broadcasters have obligations in operating their stations, which they must protect. The advertising agent, representing the client but receiving his compensation from the medium, is in the fortunate position of striking the best bargain he can, without regard for franchise or public service obligation.

Toward a New Law

AT THIS WRITING it looks like national defense will dominate Congressional work almost to the exclusion of all other legislative considerations. Despite this, work is going forward on preparations for new legislation to govern communications, radio in particular. It's a fair deduction that a substantial majority of the members of both houses are fed up with the criticism levelled against the FCC over the years and want to do something about it.

Senator Wheeler, chairman of the Senate Interstate Commerce Committee, would like to step in. But he is leading the fight against the President's program for all-out aid to Britain, and probably won't have the time or inclination to carry through a radio investigation until the defense bill is out of the way. Moreover, the distinguished Montanan is represented as feeling that in this war hysteria, any effort to write new radio regulatory legislation might bring into the forefront war aspects that would not fit normal times. His view may be logical, though we cannot see how anything more drastic than Section 606 (c) of the existing act, permitting the President to commandeer all communications in time of national emergency, could be written into a new statute.

Senator White, Maine Republican and co-author of the existing law, is in the final stages of a thorough-going study of the whole legislative picture relating to communications. He expects to introduce a bill setting up a new commission or an investigation resolution, or both, when the time appears ripe. Senator White is a student and the best informed man in Congress on communications legislation. He is the logical man to steer such legislation through Congress. Far from being a political log-roller, Senator White has the confidence of both Government and industry groups and can be relied upon to pursue a straightforward, businesslike course in marshalling new legislation. He has never been a mud-slinger, and doesn't go for headline hunting.

We understand Senator White is thinking along lines of a three-man Commission. The chairman would be the administrative officer with no direct licensing functions. There would be a commissioner for broadcasting—an administrator who would perform the functions now delegated to the seven-man FCC. There would be another commissioner handling common carrier activities. The chairman would fill in for either administrator and also would bridge the gap on frequency allocations as between broadcast and common carrier pursuits. There may be bugs in such a plan, though we do not detect them now. Such a bill, we feel, would form an ideal basis for a full fact-finding study.

For several years we have heard highest praise for radio's public service job—all this despite the FCC's constant navigation in hot water. The President himself repeatedly has commended radio and has placed it on a parity with the press as to freedom of expression. Talk of Government ownership has been almost completely dispelled, save in the minds of a few anti-radio members of the FCC itself, significantly silent of late.

It seems to us that in any new legislation, the assurance of a free American radio should be written into the statute. Thus the stigma that has dogged broadcasters because of the short-license term, purported subservience to the licensing authority and capitulation to this pressure or that, effectively would be removed. The high-sounding kudos is all very nice, but it means little unless it has the substance of law.

The RADIO BOOK SHELF

CHARLES E. MURPHY, general counsel of the Advertising Federation of America, is writing a series of special bulletins to be issued quarterly entitled *Legal Topics in Advertising*. The first, already issued, covers efforts to unionize branches of creative advertising, Federal control of advertising and excerpts from bills introduced in Congress to tax advertising.

EDD JOHNSON, CBS foreign news editor now in charge of its shortwave listening post on Long Island, has a book scheduled for spring publication titled *Mr. Hitler Calling*. It analyzes 8,000 hours of German shortwave broadcasting, and tells how German agents in this country receive daily instructions through regular "news" broadcasts from Germany. Publisher is Reynal & Hitchcock, New York.

DR. FRANKLIN DUNHAM, educational director of NBC, and Rollo G. Reynolds, principal of the Horace Mann School, New York, have signed a contract with McGraw-Hill Publishing Co. for a new book for spring publication. It will be titled *Utilization of Radio in the Classroom*.

NBC has issued a booklet titled *NBC Interprets Public Service in Radio Broadcasting*, summarizing policies and program plans recommended by Dr. James Rowland Angell, its educational counselor, and officially approved by the management. The booklet states that the public wants to be educated by radio, but it wants its education "sugar coated," and it points out that 70% of the Red and Blue network programs are sustaining, of which 55% are classified as public service and 15% as straight entertainment.

THE CBS sustainer discussion of the classics, *Invitation to Learning*, will take book form in the spring list of Random House, New York. Twenty-seven of the discussions of the literateurs who participate in the roundtable will make up the book that will carry the title of the program.

We Pay Our Respects To —

ALBERT EDWARD LEARY

IN THE DAYS of network infancy a young classified newspaper advertising executive on a Toronto newspaper decided that radio programs piped into Canada from the United States might be good promotion for his newspaper. He was faced with a problem: The opposition paper had a radio station. On a trip to New York his presentation won the opportunity to pipe the first NBC sustaining network shows into Toronto at no cost to the paper but promotional advertising. Heretofore Canadian radio stations had tried in vain to pipe programs into Canada, but Albert Edward Leary of the *Toronto Evening Telegram* succeeded.

Today Al Leary is known far and wide in Canadian broadcasting circles. He is one of Canada's foremost sports commentators and manages CKCL, Toronto. But nowadays you are as likely as not to find that Al is not at his CKCL desk. Instead he is busy with the Royal Canadian Corps of Signals, in which he holds a second lieutenant's commission and is loaned by the station whenever needed.

This is not Al Leary's first trick with Canada's army. At the age of 16 he joined as a private during the First World War, saw service overseas, and then like many another Canadian youngster, transferred to the Royal Naval Air Service as a lieutenant. After cracking up, he was shipped home to Canada where he served on the headquarters staff of the air service until the end of the war. On the first day of the Second World War he volunteered his services to the air force, was told he would be of more value to the Royal Canadian Corps of Signals, and has been with that section ever since as an officer in a non-permanent militia unit (similar to the U. S. National Guard). He is also a machine-gunner, having been a gunner and pilot in the last war.

Al Leary was born March 8, 1900, in Liskeard, Cheshire, England, came to Canada with his parents at the age of 5, made his home in Toronto, was educated there and on return from the First World War completed his formal education at the University of Toronto. Then he went into the newspaper business with the *Toronto Evening Telegram*, became interested in radio while there as a promotional medium for his paper, and left his post of assistant national advertising manager in 1928 to join A. J. Denne & Co., Toronto advertising agency.

After the better part of a year he branched out as regional representative of NBC for special events, having offices with the Radio Music Co., NBC music publishing affiliate. There Al arranged some of the first Canadian exchange network special events to be aired in the United States, specializing in sporting and musical events.

One day late in 1931 Al joined CKCL. There his knowledge of special events came into good use and he has been special sports commentator ever since. Al claims to have interviewed more sports champions, world as well as regional, than any other sports commentator in Canada.

A year after joining CKCL he was made manager of the station. He is on the job early in the morning and at night can usually be found at the station or at some sporting event making a broadcast. In winter he goes to Florida with the Toronto Baseball Club.

When he is away on army service CKCL is swamped with requests for his voice. Among fan letters is one from the station's owner, George H. Gooderham, which Al prizes highly.

For organized broadcasting he has done a major job as chairman of the committee on rate standardization of the Canadian Assn. of Broadcasters. As recently as 1938 Canadian rates were in a chaotic condition. Al did a big job in getting the stations to conform to standard rates, a standard-size rate card, standard commissions, elimination of fly-by-night time-brokers, and to clean up the rate situation so an advertiser knows what rates he has to pay and knows the rate won't change for his competitor.

Al's capabilities in smoothing out troubles are valuable not only to CKCL but to the CAB. Because of his activities in sports circles and his interest since the last war in army activities (he has been a radio director of the Canadian Corps Assn., national veterans' body), he has a host of friends throughout Canada and the United States. He belongs to a large number of clubs and associations including in Toronto the Advertising & Sales Club, Canadian Progress Club, Canadian Military Institute and Credit Valley Golf Club. His wife is the former Miriam Callahan of San Mateo, Cal. She attends as many of his broadcasts as possible, and is his partner on sailing, fishing or golfing expeditions.

Personal NOTES

LENOX R. LOHR, former president of NBC and now president of the Museum of Science and Industry, Chicago, Jan. 16 addressed a joint meeting of the Chicago chapters of the Daughters of the American Revolution held at the Stevens Hotel, that city. His subject was "Radio's Part in Preserving American Institutions".

MAX DOLCATER, handling radio promotion for the *Des Moines Register & Tribune* and an officer in the Iowa National Guard, has left for active training in Texas. Wayne Crew, of the promotion department of WMT, Cedar Rapids, Ia., replaces Dolcater during his one-year leave of absence.

CARL HARMON, formerly of KGBX, Springfield, Mo., has joined the sales staff of KGGF, Coffeyville, Kan.

JACK WILLIAMS, publisher of the *Waycross (Ga.) Journal-Herald* and owner of WAYX, has been elected president of the Merchants & Mechanics Loan Co. of Waycross, having served for the last several years as president of the First Federal Savings & Loan Co. He is a former member of the Georgia Senate, and now a member of the lower house of the State Legislature.

DAVID HALL, formerly book and music reviewer of the *Saturday Review of Literature*, and author of *The Record Book*, published last December by Smith & Durell, has joined the sales promotion department of Columbia Recording Corp., Bridgeport, Conn., to handle Columbia Master works promotion, according to an announcement by Patrick Dolan, CRC promotion director.

J. NELSON STUART, formerly advertising and sales promotion manager of the Kelvinator division of Nash-Kelvinator Corp., has joined CBS as sales representative in the network's Detroit office.

RICHARD WEIL Jr. president of L. Bamberger & Co., Newark, and treasurer of the board of directors of WOR, Newark is the author of "The Art of Practical Thinking," published recently by Simon & Schuster, New York.

ROY C. WITMER, NBC vice-president in charge of Red Network sales, is due back at his desk in Radio City Jan. 20 from a 10-day trip to Cincinnati, Louisville and Chicago.

ED DeGRAY, auditor of WBT, Charlotte, and Helen Anton on Jan. 8 announced their engagement. They are to be married in Brooklyn, N. Y.

LIEUT. EARLE KELLY ANTHONY, of the Army Intelligence Service, and son of Earle C. Anthony, owner of KFI-KECA, Los Angeles, was married to Nancy Sewall of New York on Governor's Island, N. Y., Jan. 9.

TED WHITE has resigned from the sales staff of WEW, St. Louis.

BERNARD M. DABNEY has resigned as commercial manager of WGAC, Augusta, Ga., his duties being absorbed by J. B. Fuqua, general manager.

LOU KROECK, formerly sportscaster and sales executive of KOY, Phoenix, has resigned to become sales manager of KTMS, Santa Barbara, Cal.

FRED TEMPLE, formerly of WFIL, Philadelphia, has joined WSPB, Sarasota, Fla., as program director.

JAMES DOUGLASS, head of the KMOX, St. Louis, production department, will serve as business manager of the St. Louis Grand Opera Assn. during the coming season.

CHET HUNTLEY, CBS Hollywood announcer, has been named liaison man between the Western division special events and public affairs department headed by Fox Case, and network program and production divisions.

JACK KAPP, president of Decca Records Inc., has returned to his New York headquarters after six weeks in Hollywood where he set up a West Coast recording and production plant, and also supervised cutting of several score recordings.

HARRISON HOLLIWAY, manager of KFI-KECA Los Angeles, has bought a 42-foot yawl which he has named *The Arrow*.

RICHARD H. MASON general manager of WPTF, Raleigh, recently was re-elected president of the North Carolina Assn. of Broadcasters for the third successive year at the association's first meeting of the year at Raleigh.

JACK LUTHER, formerly sales manager of KVNU, Logan, Utah, has joined the sales staff of KORN, Fremont, Neb. Bill Ross has transferred from the KORN announcing staff to the sales staff.

GENE CLARK, sales promotion manager of KPO-KGO, San Francisco, has been made a member of the 1941 Convention Committee of the San Francisco Advertising Club and a member of the domestic trade committee of the San Francisco Chamber of Commerce.

WILLARD D. EGOLF, commercial manager of KVOO, Tulsa, and Mrs. Egolf on Jan. 3 became the parents of a 6 lb., 9 oz. daughter, Jean Campbell. They have a nine-year-old son.

PAUL KANE, formerly of the sales staff of WIP, Philadelphia, has joined WPEN, Philadelphia, in a similar capacity.

GEORGE ENGLETER, of KOME, Tulsa, has joined KVOO as promotion manager.

Sir Hugh Denison

SIR HUGH DENISON, 75, died in late December in Melbourne, Australia according to word received by Ralph L. Power, Los Angeles, American representative of Macquarie Broadcasting Services Pty. Ltd. His interests included control of the *Sydney Sun* (Associated Newspapers); ownership in theatrical enterprises and several film studios. About five years ago he entered radio through purchase of 2GB, Sydney. This later developed through successive stages to control of Broadcasting Service Assn., Macquarie Network and Australian Record Co., all headquartered in the former city. His son, R. E. Denison, during the past few years, had gradually taken over chairmanship of the radio activities. Besides his widow, surviving are three sons.

BEHIND the MIKE

HAROLD LUCAS, former theatre manager, has been appointed fulltime contact man for remote pickups in the Tidewater Virginia area by WRVA, Richmond. In addition to Lucas, stationed permanently in Norfolk, WRVA will continue to maintain two engineers and full mobile equipment there for remote work.

GERARD DRISCOLL, in charge of music clearance for WBZ-WBZA, Boston-Springfield, and Rose Marie Coulston, of the secretarial staff, have announced their engagement.

BILL MISHLER, for 11 years on the announcing staff of WWJ, Detroit, has retired from radio and moved to Florida, where he owns a drug store in Miami Beach.

BILL EDMONDS is the newest addition to the announcing staff of WFIL, Philadelphia.

RUTH HOEY, secretary to Jack Surrick, sales manager of WFIL, Philadelphia has announced her engagement to Norman Sellers. She leaves the station this week for a secretarial post with N. W. Ayer & Son, Philadelphia.

MARVIN CONN, formerly of WDAN, Danville, Ill., Emmett Jackson, of WHIP, Harmond, Ind. and Jack Morrow of WCMI Ashland, Ky., have joined the announcing staff of WIBC, Indianapolis. John Byrnes has been promoted to continuity chief of the station, and Rosemary Horn has joined the staff as traffic director.

HOWARD BROWN, night supervisor of WIP, Philadelphia, was selected to take over Adams Clothes' *Come On And Dance* nightly recorded program over that station. He replaces Art Douglas, who had to relinquish the assignment because of increased duties at WIBG, Glenside, Pa., where, as Doug Arthur he is a member of the announcing staff.

ARNOLD STINSON, staff announcer of CKLW, Windsor, Ont., is taking his month's army training near Chatham, Ont.

RAYMOND LAFOREST, inter-office secretary of CKLW, Windsor, Ont., has been called to active service with the Royal Canadian Corps of Signallers. His place is being taken by Bud Hayden, new CKLW staff member.

KNOX MANNING, Hollywood commentator, has been signed by Paramount to announce the film, "Road to Zanzibar."

MIKE FRANKOVICH, Hollywood announcer, has been signed by Universal Studios for a role in the film, "Buck Privates."

TRUMAN BRADLEY, Hollywood announcer on the weekly NBC *Tony Martin from Hollywood*, sponsored by Andrew Jergens Co., has a role in the 20th Century-Fox film, "Dead Men Tell."

BETSEY ATWOOD, formerly of Gannett Newspapers, Rochester, has joined the New York sales office of KMPC, Beverly Hills, Cal., as secretary.

CARL WEININGER, recording librarian of KPO-KGO, San Francisco, composed a song "Sweetheart, What Do You Say?" which is being played on the NBC stations.

MARK GOODSON, announcer of KFRC, San Francisco and Miss Bluma Neveleff, of Omaha, will be married February 15 in Los Angeles.

DEL ALLEN, announcer of KTRI, Sioux City, was married Christmas Day, to Wilma Lyon.

CBS Retains Greet

TO ASSIST CBS announcers in using the accepted pronunciation of foreign names and words currently entering the news as well as to teach them to use reference books, CBS has again appointed Dr. W. Cabell Greet, associate professor of English at Barnard College, New York, as speech adviser to its announcing staff. Dr. Greet acted in the same capacity for the network between 1937 and 1939.

SAM MOLEN, sports announcer of WCBS, Springfield, Ill., recently acquired a license to promote boxing and wrestling bouts in that city.

RONALD REAGAN, former sports announcer of WHO, Des Moines, and now a Warner Bros. film actor, is the father of a girl, born Jan. 4. Mrs. Reagan, a film actress, is known professionally as Jane Wyman.

LONNY STARR, announcer of WPEN, Philadelphia, will be on the sidelines until the middle of February, confined to the hospital because of a cracked coccyx bone in the spine resulting from a fall down a flight of stairs.

HAL TUNIS has resigned from the announcing staff of WIBG, Glenside, Pa., going to Florida.

HOWARD JONES, announcer of WIP, Philadelphia, is looking over possible sites in Southern New Jersey for a summer theatre. A former actor on the legitimate stage. Jones will serve actively as director and producer of the stock company.

GEORGE STELLMAN, formerly day editor of the WBBM-CBS newsroom, Chicago, on Jan. 6 was named continuity editor of WBBM.

RUSS DAVIS, for the last three years announcer of KWTO-KGBX, Springfield, Mo., on Jan. 1 was given the additional duty of production manager for national sponsored programs.

KARL ZOMAR, recently of WMC, Memphis on Jan. 1 returned to the KWTO-KGBX, Springfield, Mo., announcing and production staff where he was one-time employed for three years. He has been assigned the six-weekly, quarter-hour *Man at the Stockyards* series, sponsored by Lipscomb Feed Co., same city, and the six-weekly, quarter-hour *Scrapbook* program sponsored by a local bakery.

RAY SPENCER, formerly of WADC, Akron, has joined the announcing staff of WCAE, Pittsburgh.

LEN RILEY, formerly sports announcer of WFBM, Indianapolis, has joined the staff of WCKY, Cincinnati, as sportscaster. He will do a sports broadcast nightly.

FRED REITER, formerly of WSPB, Sarasota, Fla., has joined the announcing staff of WFLA, Tampa.

NORVELL SLATER, formerly of KVOO, Tulsa, has joined the announcing staff of WFAA-KGKO, Dallas-Fort Worth.

BILL DURBIN, announcer of WEW, St. Louis, has resigned to accept a position with KNOK, St. Louis.

HELEN WATTS SCHREIBER has been signed to do a 15-minute weekday home economics program for KSO, Des Moines. Mrs. Schreiber was formerly with WINS, New York.

FRANCIS SCARBOROUGH, of KTSA, San Antonio, has been elected to membership in the American Academy of Political & Social Science.

JIM McCANN, announcer of WIBG, Glenside, Pa., left the station staff on Jan. 18 to join WNEW, New York, in a similar capacity.

WILLIAM SEVERN, Philadelphia manager for Transradio Press, resigned, effective Jan. 17, to accept an executive post with a Rochester newspaper.

Meet the LADIES

ANNIE LEE STAGG

FOR FOUR YEARS at Stevens College, Columbia, Mo., Annie Lee Stagg, of Jacksonville, Fla., built up an experience record at KFRU, Columbia, meanwhile studying drama and stagecraft under Maude Adams. Other experience includes shifts at WMBR and WJAX, Jacksonville, handling women's programs, as well as a stretch in New York as an actress. On Jan. 6 she joined WFMJ, Youngstown, O., as director of women's activities. Her duties include production of *Woman's Hour*, *A Woman Views the News* and a fashion forecast program.

Philadelphia First

JOHN PAUL WEBER of the WIP announcing staff, was the first Philadelphia announcer selected under the draft. He left Jan. 16 to join the 44th Division of the New Jersey National Guard at Camp Dix, N. J., for a year of military training. He has been a member of the station staff for three years and was replaced during his training period by Joe Novenson, free-lance.

ELLIOTT MILLER has joined the announcing staff of W1XPW, FM adjunct of WDRC, Hartford, Conn. He will devote his time exclusively to W1XPW programs.

MARGARET KILEY has been named director of food merchandising of WEEI, Boston, succeeding J. Bain Thompson.

OLIVER SCOTT, staff pianist of WHO, Des Moines, on New Year's eve married Pann Merryman.

HERB PLAMBECK, farm news editor of WHO, Des Moines, on Jan. 6 was elected secretary-treasurer of the Midwest Farm Editor's organization at Champaign, Ill.

ERIC WILKINSON, staff organist and accompanist of KYW, Philadelphia, is the father of a 7½ pound boy born Jan. 8 in Temple U Hospital, Philadelphia.

HARRY BRIGHT, production manager of WGBR, Goldsboro, N. C., was named radio publicity director for the President's Birthday Ball in Wayne County.

BUD NEBLE, former announcer of KORN, Fremont, Neb., has rejoined the staff after a one-year leave during which he did newspaper work.

IREENE S. WICKER, known as "The Singing Lady" on NBC children's program of the same name, on Jan. 11 was married to Victor Hammer, secretary and treasurer of the Hammer Art Galleries, New York.

JOE LEIGHTON, of CBS Hollywood publicity staff, and Linda Johnson, of Oklahoma City, were married in the latter city Jan. 11.

LEW CROSBY, Hollywood announcer of the CBS program, *Those We Love*, sponsored by Procter & Gamble Co., and Linda Hayes, film actress, have announced their engagement. Wedding is scheduled for late January.

MILTON SHREDNIK, musical director of KOA, Denver, and his orchestra, have been engaged for the Colorado Governor's Ball.

MARIE BAYLIES has been appointed receptionist of Raymond R. Morgan Co., Hollywood agency. She succeeds Arnelle Olson who has been made production assistant to John Nelson, radio director.

GLADYS EHLERMAN, receptionist of Lord & Thomas, Hollywood, and Dr. Robert Lee Williams of that city were married in Yuma, Ariz. on Jan. 11.

RICHARD EATON, formerly owner and managing editor of the French Newspaper Union, a chain of 26 newspapers in France, is currently associated with WBAL, Baltimore, as foreign news interpretator and commentator.

EMMETT JACKSON, for the last two years with WHIP, Hammond, Ind., on Jan. 27 joins WIBC, Indianapolis, as writer-announcer. A graduate of De Paul U music school, Jackson started as a baritone soloist on WIND, Gary, Ind. He later joined WWAE, same city, and WLBC, Muncie, Ind. Recently he married Anne Wilkin of Connorsville, Ind.

John H. Reilly Jr.

JOHN H. REILLY Jr., 30, of the New Haven news staff of WICC, Bridgeport, Conn., died Jan. 13 of a cerebral hemorrhage a few hours after he was stricken in the automobile of a friend while on his way home from the WICC studios in New Haven. He was graduated from Fordham U in 1933, and was secretary of the Fordham Alumni Assn. in New Haven. Before entering radio two years ago, he was in newspaper and advertising agency work. He is survived by his parents and a brother.

Surrenders WSAV Control

ARTHUR LUCAS co-owner of the Lucas-Jenkins theatre chain in Georgia, one-third owner of WRDW, Augusta, and part owner of other Georgia stations was authorized Jan. 14 by the FCC to relinquish his 50.33% control of WSAV, Savannah, selling 32 of his 151 shares for $3,200 to E. E. Murrey Sr., of Nashville. Mr. Murrey is president of Paramount Insurance Co., New York and president of the First Mortgage Co. of Nashville. Other stockholders remain the same, namely, Harben Daniel, manager, 39.66%; N. W. Brandon, commercial manager, 3.33%; Aaron Shelton, WSM, Nashville, 6.66%.

WHEN recording of *"I Want a Divorce"* failed to reach KGMB, Honolulu, in time for the initial broadcast of the new series sponsored by Acme Beer, it was necessary to get word to KHBC, Hilo, scheduled to rebroadcast the same program. Here was the message from Henry Putnam, national advertising man at KGMB, to A. Green, KHBC manager: "Divorce postponed, kill publicity."

Merchandising & Promotion

Up to 50—News Publicized—Tip to Salesmen—Lovers' Letters—At Random in Tulsa

SWITCHOVER of KYW, Philadelphia, Jan. 16 to its 50 kw. transmitter was marked by an extensive promotion campaign. Stunts included a tie-in with a valuable gem display in a jewelry store window; 192 Illustrated Current News displays; 15 drug stores competed for a silver cup awarded for best window display of KYW coverage; newsroom setup in Bond window where newscasts were edited and read; 40,000 heralds depicting KYW activities handed out with each *Liberty* Magazine.

A special song "Fifty Thousand on the Red" was composed by Martin Gabowitz, of the KYW music staff, heard on various programs. Official hostess was Miss KYW, glamorous redhead who personified the station on billboards, fashion shows and window displays. Buses, sky banners and sound trucks carried the word throughout the city and surrounding area. Mailing pieces were distributed to spot salesmen, agencies and clients.

Slogan adopted was KYW—the Station of the Stars, which will continue to be featured.

* * *

Esso Ideas

TO GIVE stations carrying the *Esso Reporter* programs an idea of how other stations in different parts of the country cooperate in publicizing the broadcasts, Marschalk & Pratt, New York, agency handling the account, issues a house organ of pictures and facts several times per year. Current issue shows, among others, pictures of some 250,000 visitors to the New York State Fair, Syracuse, looking at the Esso exhibit staged by WSYR, that city; a mobile recording unit set up by KDKA, Pittsburgh, to promote the Esso Reporter's broadcast of the opening of the new Pittsburgh-Harrisburg super highway; a service station in the New Orleans Esso sales district as honor guest on an Esso broadcast on WWL, New Orleans.

* * *

Ivory Likers

PROCTER & GAMBLE is starting a six-week contest to run from Jan. 27 to March 8 built around the ending of the sentence "I Like Ivory soap because . . .", with a grand prize of $20,000 or $100 for life guaranteed by the John Hancock Mutual Life Insurance Co., and weekly prizes of five $500 bills and fifty $10 bills.

Contest is being promoted on three Ivory quarter-hour day-time strips: *Life Can Be Beautiful*, heard on both NBC-Red and CBS; *The Story of Mary Marlin* on NBC-Red; and *Against the Storm*, also on NBC-Red. Compton Adv., New York, is agency.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

INTRODUCTION TO RADIO in a practical way was provided by Harry Feigenbaum Agency, Philadelphia, for executives of the Corn Exchange National Bank & Trust Co., Philadelphia, using radio advertising for the first time, in starting Jan. 13 a daily quarter-hour news period on WIP, Philadelphia. The agency initiated the banking gentry into the intricacies of broadcasting in a specially arranged tour of the WIP studios. In the party were (l to r): James Vernon, assistant vice-president of Corn Exchange; George Watts, bank official; Dave Wermen, of the agency; Paul Ludes, bank vice-president; John Facenda, WIP announcer; Bernard E. Effing, bank vice-president; Ralph Hart, Feigenbaum radio director. A feature of the tour was a sound effects demonstration by Ed Wallace, WIP production head. Mr. Hart, Maj. Edward A. Davies, WIP vice-president in charge of sales, and Benedict Gimbel Jr., station president, made speeches. About 75 members of the bank attended.

On the Phone

WHEN President Roosevelt speaks, a special event of local importance is broadcast, important programs of world affairs released or any other feature originated that might be of interest to business people, KROW, Oakland, gets busy on the telephone. Each salesman at the station calls the individuals on his list the day before, calling attention to the broadcast. Immediately preceding the program girls again telephone with a reminder to tune KROW. Advertising agencies and executives of large firms in San Francisco and Oakland are serviced.

* * *

Meets Wide Response

MAIL RESPONSE to the new *How Did You Meet*, sponsored by Andrew Jergens Co., Cincinnati, on NBC-Red Wednesdays, 8:15-8:30 p.m., has been exceptionally heavy, according to Lennen & Mitchell, New York, agency handling the account. First broadcast, Jan. 7, pulled 518 letters, coming from 42 States. Program is based on the weekly dramatization of prize winning letter telling how the listener met wife, husband, or sweetheart with a weekly prize of $25, $50 and $100 for the winning letters.

* * *

Coffee Lines

TWO housewives, whose names are picked at random from the phone book, are called each morning during the *Morning Watch* of KVOO, Tulsa, and presented with free coffee by Nash Coffee Co. Each housewife is given the first four lines of a limerick and allowed a minute to suggest a last line. Prize for best last line of the week is a radio set. Limericks, minus last lines, are submitted by listeners, each one used on the program entitling the sender to some Nash coffee.

Hams at Dinner

FREE HAMS are given to listeners telephoned daily at 6:10 p.m. during the *Packard Dinner Bell* on WRAW, Reading, Pa. A completed call rings the dinner bell for a Weiland ham to the listener tuned in to the program, which started Jan. 6 and continues until Easter, sponsored by Jones & Manske, local Packard motor car dealer.

BROCHURES

WLS Family Album, a 52-page coated-stock magazine with a four-color embossed cover, is now off the press and being sold to listeners. The 1941 edition is the 11th annual. An average of 43,000 copies are purchased by listeners each year. Album contains, in addition to photographs of staff members, action scenes during broadcasts, special event features and histories of the office staff and artists.

WEISS AND GELLER Inc.—Folder broadside promoting *Your Happy Birthday*, Friday feature on 72 NBC-Blue stations. Explanations of programs, coverage maps, quotes from radio editors praising Axton-Fisher Tobacco Co. program for Spud and Twenty Grand cigarettes.

WBLK, Clarksburg, W. Va.—Seven-page color booklet, summary trade area data from Department of Commerce report showing $50,516,000 retail sales in 1939, list of industries and quotes from sponsors praising station.

WEEI, Boston—Pictorial brochure of aerial surveys of the Boston area with cellophane overlay titled "All This is WEEI-Land." Includes map and facts on the metropolitan district and "outside" area covered by the stations.

CFQC, Saskatoon, Sask.—Illustrated souvenir guide and personnel directory, featuring new studio facilities.

WRC - WMAL, Washington — Red-white-blue die-cut sales brochure.

WMFF, Plattsburg, N. Y.—Illustrated market data folder.

WJSV
50,000 WATTS
WASHINGTON, D.C.
CBS
First in sponsored hours and dollar volume in the nation's capital
Ask any Radio Sales office for more information about WJSV, one of the sixteen CBS 50,000 watt stations.

Purely PROGRAMS

AUDITION requests received daily for announcing positions are the basis of a new weekly *So You Want To Be An Announcer* program on KYW, Philadelphia. Three applicants will be heard each week on the show, and each will be given the usual test required of all professional announcers before their acceptance by the KYW program department. James Begley, program manager, developed the program idea, and the broadcast auditions are interspersed with music by Clarence Fuhrman's studio orchestra. Jim Harvey is in charge of the show.

* * *

Industry Interviews

WITH the city's machine tool and other industrial plants running at top speed to fill defense orders, WROK, Rockford, Ill., is carrying a thrice-weekly *Voice of Industry* feature. The station each Monday, Wednesday and Friday transcribes interviews by Ed Murphy with workmen at different factories during the lunch hour, airing the discs the same evenings at 7 p.m. Pay envelopes carry invitations from WROK to listen to fellow employes. Recht-Froelich Chevrolet Co. is sponsoring the show to merchandise used cars.

* * *

Educational Truths

FORUM program, *The Truth About the Schools*, is heard weekly on WHN, New York, featuring leading educational speakers, under auspices of the Committee for the Defense of Public Education.

Heavenly Bundles

GREETINGS to all babies born in the area are read by Announcer Don Lyon on the thrice-weekly *Bundles From Heaven* feature, sponsored by Cloverleaf Creamery on WTRY, Troy, N. Y. The broadcast, originating in Proctor's Theatre, includes songs by Miller Matthews, accompanied at the organ by Tony Sharpe, WTRY musical director. Births are checked through official records of the bureau of vital statistics.

* * *

America's Pride

LATEST WCBS, Springfield, Ill., innovation is a weekly quarter-hour show, *Be Proud You're An American*. Students of grade and high school age are invited to submit a 250-word essay on "Why I am Proud To Be An American". Three grand prize winners will be announced on Abraham Lincoln's birthday.

* * *

Ten Pin Topics

WITH MICROPHONES placed in different bowling alleys throughout Duluth, KDAL conducts its weekly *Ten Pin Topics*. A resume of the past week's activities among the maple-spillers is presented by leading luminaries of the sport along with an interview with the high-scoring bowler of the week.

Ted's 13

TED MALONE, NBC narrator, made his most exclusive broadcast recently—to exactly 13 persons—from the home of Louisa May Alcott in Concord, Mass. Malone began his weekly pilgrimage program with his customary "Hello There", but when he finished the script he learned that the lines had failed and not a word had been broadcast. His homily was enthusiastically received, however, by the little group of relatives, friends and admirers of the Alcotts who had gathered in the living room of the old house to witness the broadcast.

Drama With Newcomers

TO GIVE young persons from every walk of life a chance at a radio career, Alfred Dixon, instructor of speech at Sarah Lawrence College, is directing a series of half-hour original radio dramas on WOV, New York, Saturday evenings, 7:30-8 p.m. All members of the program, titled *Experimental Playhouse of the Air*, are newcomers to radio and represent different occupations. Assisting Mr. Dixon in the direction and production of the shows is Cy Newman, formerly sports commentator of WOR, WHN, CBS and WBAL.

* * *

Hoist Signals

SIGNAL FLAGS, and the important part they play in warfare, is the theme of the *WFIL Signal Corps of the Air*, new bi-weekly program started Jan. 13 on WFIL, Philadelphia. Program is designed to appeal to youngsters of Boy Scout age and was conceived by "Colonel" Bill Gallaher, WFIL educational program director, who will serve as the program's storyteller, relating World War incidents in which the flag signals played an important part. A flashback dramatizes the episode.

* * *

Good Neighbors

NEW weekly series, *Our South American Neighbors*, originating from campus studios of the U of North Carolina, has started on WPTF, Raleigh. Designed to extend the good neighbor policy, the program features the educational group from Latin American countries that is attending the University. Participants on each program include a Spanish professor and three members of the student group, who are interviewed on current affairs and comment briefly on aspects of the good neighbor policy.

* * *

It's Customary

ANECDOTES on the origination of customs are heard weekly on the quarter-hour *Customs Corner*, sponsored by Kay Jewelry Stores, Long Beach, on KFI, Los Angeles. Sidney Garfinkel Adv. Agency, Los Angeles, handles the account.

KISSING the boys goodbye! Evelyn Lynne, NBC singer, blows a salute to three NBC, Chicago, employes who are or soon will be "off to the service." They are (l to r) 2d Lieut. William H. Rosee, for 10 years a member of the press department; Private Dave Squires, of the guide staff, who will go with Battery D, 122d Field Artillery of the Illinois National Guard, to Tullahoma, Tenn. in February; Sgt. James Wehrheim, also of the guide staff, who is already a member of the 33d Division Headquarters.

* * *

Traffic School of the Air

LATEST variation on the man in the street theme is being used by WJHP, Jacksonville, Fla., to aid a vigorous traffic safety campaign. It's the *Ring Free Traffic School of the Air*, heard Tuesday and Friday under sponsorship of the Ring Free Oil Co. Two announcers on the program call themselves Professor Ring and Professor Free and interview about a dozen persons on every broadcast, asking them questions about traffic regulations. Just at noon Professors Ring and Free make their appearance attired in scholastic caps and gowns and ringing a big school bell to call the class to order. At the conclusion of each interview the "student" is rewarded with a can of Ring Free Home Oil and a booklet on better driving.

We're **Overnight** from you

A recorded acetate, air-expressed to us, arrives overnight. We process and ship your sample pressing by air within 12 to 24 hours. It costs no more—it takes no longer to have Allied quality—recognized nationally since 1934 for superior Electrical Transcriptions and Phonograph Records. Next time try . . . . . .

RADIODISC Allied RECORD MFG. CO.

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

HELEN ADAMS

conducting

"LET'S HELP YOU KEEP HOUSE"

Five Days a Week on ST. LOUIS KWK

Exclusive Affiliate in St. Louis

MUTUAL BROADCASTING SYSTEM

Newcomers Climb in Band Popularity, Lang-Worth Finds in Poll of Stations

GLENN MILLER was voted the most popular dance band leader in the United States by broadcasters participating in a poll conducted by Lang-Worth Feature Programs, with Tommy Dorsey and Kay Kyser virtually tied for second place.

Questionnaires were sent to the program directors of every broadcasting station in the country, with instructions to make their decisions reflect the tastes of their own station listeners, on the theory that they could give accurate ratings as they are the recipients of listeners' choice of music for the daily request programs.

Many Newcomers

The overwhelming lead of Glenn Miller was expected, the report states, since he also led the way as 1940's outstanding recording artist. The Dorsey-Kyser tie was more unusual, as each gave way to the other in various sections of the country. In the South, Kyser's home territory, Dorsey ran up a surprising lead over his rival, but Kyser tied it in the Central States and the two raced neck and neck throughout the remainder of the country. Kyser's two pictures and his national weekly broadcast for Lucky Strike contributed much to his popularity, while Dorsey's discs, such as "I'll Never Smile Again", are given credit for his high standing in the returns.

"Perhaps the most valuable deductions to be made from the Lang-Worth survey", the report continues, "pertain to the rise of newcomers to the popular name band field. Will Bradley, Charlie Barnet, Gene Krupa, Woody Herman and Bob Chester made amazing progress. The reason is obvious to those who have a knowledge of the standards of modern dance combinations. Each outfit is solid and possesses fine coordination. Bradley, for instance, has produced consistently good arrangements of all sorts of numbers. His eight-to-a-bar rhythm and solid background combine to render pleasing swing".

Krupa, drums winner of *Metronome's* All-Star Band, has "sensibly toned down on the traps and is doing fine work providing very danceable music," the report continues, "while Woody Herman's subtle strains of blues blending with a solid background is the style which is right now pushing Dorsey and Kyser for popularity. Authoritative quarters have advanced the view that any one of these newcomers may head the 1941 list and certainly they will all rank high if they continue the pace now set".

Acting on the results of its survey, Lang-Worth is contracting new name bands for a series of new releases, the company states. Will Bradley has recently concluded a set of transcriptions featuring high-ranking BMI pop tunes and several original novelties. Lang-Worth also cites Charlie Barnet's "I Can't Remember to Forget", "All I Desire" and "Wings Over Manhattan" and Shep Fields' transcriptions of "Fresnesi" and "Time Stood Still" as other of their new recordings destined for the hit category.

Woody Herman, Gene Krupa, Russ Morgan, Ray Herbeck, John Kirby and Tommy Reynolds have also contracted to record for Lang-Worth, and arrangements are now being made to record every band which the public has elevated to national favor, the recording firm states, adding that the announcement of these name band transcriptions to be added to its music service has brought an immediate response from stations throughout the country. During the past month more than 60 new subscribers have been added to the Lang-Worth list, C. O. Langlois, general manager, has announced.

Mr. Langlois also stated that "BMI pop tunes are a necessary part of every station's library. With the ASCAP situation plaguing radio stations with the fear that they may subjugate themselves to heavy fines, BMI music, recorded by outstanding name bands, is demanding our full attention. We recognize, and are filling, an urgent need".

Charmed by Jack

RADIO KAYO was demonstrated during the 1940 Golden Gloves Tournament in Nashville, according to a story just unearthed by Sports Editor Raymond Johnson of The *Nashville Tennessean*. In one of the matches, broadcast over WSM by Jack Harris, a contestant was knocked out. Upon being revived the lad ventured the reason for his misfortune: "I'm sorry as I can be. But I heard Mr. Harris over there at the ringside broadcasting and saying what I was doing, 'leading with a left, chopping with a right and so forth.' Before I knew it I was listening to him and doing everything he said. Then the roof fell in or something. That's the last I remember."

BUILDING ASSIGNED TO GE TELEVISION

GENERAL ELECTRIC Co. has acquired a large clubhouse in Schenectady to take care of its rapidly expanding television activities. Remodeling of the building has already started and it is hoped that new studios for GE's television station, W2XB, will be ready by late spring.

The new plant will include a 125-foot antenna to relay programs to the main transmitter in the Helderberg mountains 12 miles outside of Schenectady. The antenna will be heated electrically in winter to prevent ice formation.

The main studio will be 70 x 46 feet with an 18-foot ceiling. All windows will be blacked out, illumination being furnished by three-phase water mercury lights using the midget cigarette-type lamp developed by GE. Offices, scenery shop and heating equipment will be housed on the ground floor.

More Power!

5,000 WATTS NIGHTS

Now, powered with 5000-watts *directional* at night, WTAR gives you greater primary coverage . . . thousands of new radio homes. Brings a better signal to old listeners . . . and blankets every inch of the rich Norfolk area where over a *billion one hundred million* dollars for defense is being spent. Zoom *your* sales on WTAR—the only station that contacts the majority of listeners in this area . . . with 5,000-watts day and night power. Yet, with rates based on 1000-watt output—a bargain "buy" in the Nation's No. 1 Sales Market!

National Representatives
EDWARD PETRY & CO.

WTAR

NORFOLK VA. AMERICA'S No.1 SALES AREA

Owned and Operated by
NORFOLK NEWSPAPERS, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Vick Chemical Co., New York, (VapoRub, inhaler, cough drops), 5 *sa* weekly, 4 *sa* weekly, 6 *sa* weekly, thru Morse International, N. Y.
Pierce's Medicine Inc., New York, 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Peter Paul Inc., Naugatuck, Conn. (candy), 3 *ta* weekly, thru Platt-Forbes, N. Y.
International Cellucotton Products Co., Chicago (Kleenex), 16 *sa* weekly, thru Lord & Thomas, Chicago.
I. J. Fox Inc., Cleveland (furrier), 7 *sa* weekly, thru Stanley Kaye Adv., Cleveland.
Ex-Lax Mfg. Co., New York (proprietary), 10 *sa* weekly, thru Joseph Katz Co., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 4 *sa* weekly, thru Sherman & Marquette, Chicago.
American Chicle Co., Long Island City, 6 *sa* weekly, thru Badger & Browning & Hersey, N. Y.
Ward Baking Co., New York (bread), 12 *sa* weekly, thru Sherman K. Ellis Co., Chicago.
Kellogg Co., Battle Creek (All Bran), 10 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Melville Shoe Corp., New York (Thom McAn shoes), 6 *sp* weekly, thru Neff Rogow, N. Y.
Noxema Chemical Co., Baltimore (skin cream), weekly *sp*, thru Ruthrauff & Ryan, N. Y.
Manhattan Soap Co., New York (Sweetheart), 6 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

KWTO-KGBX, Springfield, Mo.

Procter & Gamble Co., Cincinnati (White Naptha Soap), 5 *sp* weekly, 52 weeks thru Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert Inc., Chicago.
Pet Milk Co., St. Louis, 2 *t* weekly, 52 weeks, thru Gardner Adv. Co., St. Louis.
Tide Water Assoc. Oil Co., San Francisco, 3 *sp* weekly, direct.
Faultless Starch Co., Kansas City, weekly *sp*, 13 weeks, thru Ferry-Hanly Co., Kansas City.
Grove Labs., St. Louis (Bromo Quinine), weekly *t*, thru Russel M. Seeds Co., Chicago.
P. Lorillard Co., N. Y. (Sensation cigarettes), 2 *t* weekly, thru Lennen & Mitchell Inc., N. Y.
Chattanooga Medicine Co., Chattanooga, 5 *sp* weekly, 39 weeks, thru Nelson Chesman Co., Chattanooga.
Kondon Mfg. Co., Minneapolis (Nasal Jelly) and Bathritis Co., Chicago (liniment), 3 *sp* weekly, 13 weeks, thru United Adv. Co., Chicago.

WICC, Bridgeport

Reid, Murdoch & Co., Chicago (Monarch food), 24 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.
Phila. & Reading Coal & Iron Co., Reading, 156 *sa*, thru McKee & Albright, Philadelphia.
Church & Dwight, New York (Cow Brand soda), 52 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
Roxy Clothes, New York, 54 *sa*, thru Peck Adv. Agency, N. Y.
Hub Clothing, New York, 10 *sa* weekly, thru Sawdon Agency, N. Y.
Lewis Clothes, New York, 6 *sa* weekly, thru Sawdon Agency, N. Y.
F. W. Woolworth & Co., New York (chain store), 18 *ta* weekly, thru Lynn Baker Co., N. Y.
Penick & Ford, New York (My-T-Fine), 6 *ta* weekly, thru BBDO, N. Y.

WOR, Newark

Rockwood & Co., Brooklyn (confectionery), 5 *sp* weekly, thru Federal Adv. Agency, N. Y.
Olson Rug Co., Chicago, 5 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Van Camp's Inc., Indianapolis (food products), 5 *sp* weekly, thru Calkins & Holden, N. Y.
Carnation Co., Milwaukee (milk), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

WEEI, Boston

Swift & Co., Chicago (Sunbrite), 3 *sp* weekly, thru Stack-Goble Adv. Agency, Chicago.
Procter & Gamble Co., Cincinnati (Duz), *sa* series extended, thru Compton Adv., N. Y.
Phillips Packing Co., Cambridge, Md. (food), *sa* series, thru Aitkin-Kynett, Philadelphia.
Borden Co., New York (cheese), 2 *sp* weekly, thru Young & Rubicam, N. Y.
Rival Packing Co., Chicago (dog food), *sa* series continued, thru Charles Silver & Co., Chicago.
Smith Bros., Poughkeepsie, N. Y. (proprietary), *sa* series, thru J. D. Tarcher & Co., N. Y.
Wayne Knitting Mills, Fort Wayne, Ind. (Belle-Sharmeer hosiery), *sa* series, thru Aubrey, Moore & Wallace, Chicago.
Continental Baking Corp., New York (Wonder bread), *sa* series, thru Benton & Bowles, N. Y.
American Dairy Assn., Chicago, 3 *sa* weekly, thru Lord & Thomas, Chicago.
Armour & Co., Chicago (Treet), 3 *t* weekly, thru Lord & Thomas, Chicago.
Stephano Bros., Philadelphia (Marvels), 6 *sp* weekly extended, thru Aitkin-Kynett, Philadelphia.
Helena Rubinstein Beauty Salon, New York (cosmetics), *sa* series, direct.

KYW, Philadelphia

Pillsbury Flour Mills Co., Minneapolis (flour), 12 *sa* weekly, 13 weeks, thru Hutchinson Co., Minneapolis.
Philadelphia & Reading Coal & Iron Co., Philadelphia (coal), 3 *sa* weekly, thru McKee & Albright, Philadelphia.
Kellogg Co., Battle Creek, Mich. (All-Bran), 10 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Arrow Store, Philadelphia (men's wear), *sa* weekly, thru Harry Feigenbaum, Philadelphia.
Standard Oil Co. of New York (Esso), 26 *sp* weekly, 52 weeks, thru Marschalk & Pratt, N. Y.

WHN, New York

Ex-Lax Mfg. Co., Brooklyn (laxative), 6 *sa* weekly, 13 weeks, thru Joseph Katz Co., Baltimore.
Busch's Kredit Jewelry Co., New York (men's clothing, jewelry), 6 *sa* weekly, 52 weeks, direct.
Pepsi-Cola Co., Long Island City (beverage), 6 *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
American-Jewish Broadcasting Co., New York (various sponsors), weekly *sa*, 52 weeks, thru A. B. Landau, N. Y.
Gospel Broadcasting Assn., Los Angeles (religious), weekly *sp*, 52 weeks, thru R. H. Alber Co., Los Angeles.

KDYL, Salt Lake City

Standard Oil Co. of Cal., San Francisco, 1095 *sa*, thru McCann-Erickson, San Francisco.
Interstate Transit Lines, Salt Lake City (Union Pacific Stages), 208 *sa*, thru Beaumont & Hohman, Omaha.
American Chicle Co., Long Island City (Dentyne), 102 *ta*, thru Badger & Browning & Hersey, N. Y.
White Labs., New York, 64 *ta*, thru H. W. Kastor & Sons, Chicago.
Sperry Flour Co., San Francisco, *sa* series, thru Westco Adv. Agency, San Francisco.

WMAQ, Chicago

White Lab., Newark (Chooz), 2 *sa* weekly, 13 weeks, thru William Esty & Co., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y., 4 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Standard Oil Co. of Indiana (Red Crown products), 6 *sa* weekly, 26 weeks, thru McCann-Erickson, Chicago.
Pillsbury Flour Mills Co., Minneapolis (flour and Farina), daily *sa*, 13 weeks, thru Hutchinson Adv. Co., Minnneapolis.

KHJ, Los Angeles

Haas-Baruch & Co., Los Angeles (Iris coffee), 5 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.
Foster-Milburn Co., Buffalo (Doanes pills), 2 *ta* weekly, thru Spot Broadcasting, N. Y.
Crowell-Collier Pub. Co., New York (*Woman's Home Companion*), weekly *sp*, thru McCann-Erickson, N. Y.

IN CALIFORNIA sunshine, executives of E. R. Squibb & Sons, New York (dental cream), and those of CBS Hollywood, discuss Pacific Coast merchandising and promotion for the five-weekly quarter-hour program, *Golden Treasury of Song*, which started Dec. 30 on 43 stations. In the group (l to r) are Lowell P. Weicker, Squibb president; C. M. Van Kirk, assistant vice-president in charge of marketing; Donald W. Thornburgh, CBS Pacific Coast vice-president; George L. Moskovics, CBS Pacific network sales promotion director (back to camera). Squibb executives on a nationwide junket were in Hollywood at start of the program to confer with CBS executives and drug wholesalers on merchandising plans.

WFAA-WBAP, Dallas-Fort Worth

White King Soap Co., Los Angeles (soap), 156 *sa*, thru Raymond R. Morgan Co., Los Angeles.
Bristol Myers Co., New York (Sal Hepatica), 3 *sp* weekly, thru Young & Rubicam, N. Y.
Smith Bros. Mfg. Co., Kansas City (work clothes), 156 *sa*, thru R. J. Potts & Co., Kansas City.
Peter Paul Inc., Naugatuck, Conn., (Mounds-Charcoal Gum), 170 *t*, thru Platt-Forbes, N. Y.
Procter & Gamble, Cincinnati (Crisco), 5 *t* weekly, thru Compton Adv., N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (pens), 260 *sa*, thru Russell M. Seeds Co., Chicago.
Morton Salt Co., Chicago (smoke salt), 3 *sp* weekly, thru Klau-Van Pietersom-Dunlap, Milwaukee.
Lever Bros. Co., Cambridge (Spry & Rinso), 208 *sa*, thru Ruthrauff & Ryan, N. Y.
Calavo Growers of California, Los Angeles (Calavos), 8 *sp*, thru Lord & Thomas, Los Angeles.
Dallas Building & Loan Assn., Dallas, (financial service), 13 *sp*, thru Calder & Campbell Agency, Dallas.
Sterling Insurance Co., Chicago, 3 *sp* weekly, thru Neal Adv. Agency, Chicago.
Greyhound Bus Line, Dallas, 104 *sa*, thru Beaumont & Hohman, Dallas.

WQXR, New York

P. Lorillard Co., New York (Old Gold cigarettes), 56 *sa* weekly, 39 weeks, thru J. Walter Thompson Co., N. Y.
Rieser Co., New York (Venida products), 18 *sa* weekly, direct.
Botany Worsted Mills, Passaic, N. J. (worsteds and beauty aids), 2 *sp* weekly, 26 weeks, thru Alfred J. Silberstein, N. Y.
Romanoff Caviar Co., New York (French-kettle onion soup), 2 *sp*, 2 *sa* weekly, thru Piedmont Agency, N. Y.
Friday Magazine, New York, 6 *sa* weekly, 3 weeks, thru H. C. Morris & Co., N. Y.

WCKY, Cincinnati

Studebaker Sales Corp., South Bend (autos), 6 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

REVISED DISCOUNT OF NBC ON COAST

IN ANOTHER step designed to establish the NBC Pacific Coast Regional Network as an independent unit for West Coast advertisers, a new discount policy for the regional network was announced Jan. 9 by Edgar Kobak, NBC vice-president in charge of Blue sales.

Advertisers using the regional network for 13 or more weeks, with gross weekly billings amounting to between $350 and $700, will receive discounts of 2½%, with the scale rising to 12½% for advertisers with weekly gross billings of $1,750 or more.

The same discounts apply to the Blue Mountain Group when used in conjunction with the Pacific Coast. An annual rebate of 12½% will also be given to advertisers using the Pacific Coast for 52 consecutive weeks, while none of the discounts apply to supplementary stations.

With the recent addition of four stations—KFBK, Sacramento; KWG, Stockton; KERN, Bakersfield; KOH, Reno, known collectively as the California-Nevada group—the Pacific Coast Blue network numbers 11 stations. The other seven stations are: KGO, San Francisco; KECA, Los Angeles; KTMS, Santa Barbara; KFSD, San Diego; KEX, Portland; KJR, Seattle, and KGA, Spokane.

The complete discount schedule is as follows:

Weekly Gross Billings	*Rate of Discount*
$ 350 but less than $ 700	2½%
700 but less than 1050	5
1050 but less than 1400	7½
1400 but less than 1750	10
1750 or more per week	12½

Four New Sponsors Sign For WLWO Shortwave

FIVE more accounts, bringing the total number of sponsors to nine, started Jan. 1 over WLWO, international shortwave adjunct of WLW, Cincinnati. The new sponsors are Lockheed Aircraft Corp., five-minute news five days weekly, 6:15 p. m.; Bristol-Meyers Co., New York (Sal Hepatica), daily 15-minute news broadcasts, 7:15 p. m.; Carter Products, New York (pills), one transcribed announcement daily; Quakers Oats Co., Chicago, sponsoring Concha Grandis woman commentator, three nights weekly at 9:15.

In addition, WLWO renewed its Miles Laboratories (Alka Seltzer) 15-minute news show five nights weekly, 10:15. WLWO continues also to carry Kleenex shows, three 15-minute periods weekly; Firestone Tire & Rubber Co., one 30-minute show weekly; J. B. Williams Co. (shaving cream), five 15-minute shows weekly; Gospel Broadcasting Assn., one one-hour show weekly. The Lockheed program is placed by Lord & Thomas; Bristol-Myers by Boclaro Adv. Agency; Carter by National Export Adv. Agency; Williams by J. Walter Thompson Co.; Gospel by R. H. Alber Co.

INTER-STATE NURSERIES, Hamburg, Ia. (nursery stock and seeds), in mid-January started a three to six weekly campaign of 5- to 15-minute local variety and news programs in approximately a dozen Midwest markets.

Radio Advertisers

ARTHUR S. BARROWS, Chicago executive of Sears, Roebuck & Co., has been appointed vice-president in charge of the entire Pacific Coast territory, and will be headquartered in Los Angeles effective Feb. 1, according to R. E. Wood, chairman of the board. Barrows will direct activities of 65 retail stores in California, Washington, Oregon, Nevada, Arizona and Utah, as well as Los Angeles and Seattle mail order areas.

TURNER BROS. CLOTHING Co., Chicago (men's clothes), on Jan. 8 started six-weekly one-minute announcements on WIND, Gary, Ind., and WAAF, Chicago. On Jan. 13 firm started six-weekly time signal announcements on WBBM, Chicago. Agency is Harold I. Collen Co., Chicago.

BEATRICE CREAMERY Co., Chicago (Meadow Gold, Holland Roll, Blue Valley butters), on Jan. 13 started a thrice-weekly time signal announcement on WBBM, Chicago. Agency is Lord & Thomas, Chicago.

PROCTER & GAMBLE Co., Cincinnati, on Jan. 22 will supplement its *Home-maker Speaks* program on WBNX, New York, with *The Jewish Home-maker Sings*, a twice weekly "community sing" type program, also featuring Abe Lyman, WBNX impresario. New program, set for 52 weeks, will promote Duz and Camay soap. Agency is Compton Adv., New York.

CAMPBELL CEREAL Co., Minneapolis (Malto-Meal), has completed a two-week spot announcement campaign on WMAQ, Chicago. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

ECKHARDT & BECK BREWING Co., Detroit (E. & B Beer and Ale), on Jan. 20 started a five-weekly quarter-hour musical variety program *E & B Inn* on WJR, Detroit, for 52 weeks. Agency is BBDO, Chicago.

FELLOWS MEDICAL MFG. Co., New York, starts Jan. 27 spot announcements varying from six to 18 times weekly on CFRB and CKCL, Toronto; CFCF and CKAC, Montreal; CHNS, Halifax. Account was placed by A. J. Denne & Co., Toronto.

SUNLAND BISCUIT Co., Calgary, Alta., has started a musical quiz show on CJCJ, Calgary, spot announcements on CFGP, Grande Prairie, Alta., and a transcribed feature in Edmonton. Account was placed by Stewart-McIntosh, Calgary.

BORDEN Co., Toronto (Klim) on Jan. 27 starts three weekly spot announcements on CKVD, Val d'Or, Que.; CKRN, Rouyn, Que.; CFCH, North Bay, Ont.; CFAR, Flin Flon, Man. Account was placed by Young & Rubicam, Toronto.

CHRISTIE BROWN & Co., Toronto (national bakers), on Jan. 20 starts a two-piano musical noon-hour quarter-hour program on CFRB, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

L. S. PHENIX Co., Los Angeles (Airfloat chairs), new to radio, in a 13-week test campaign started Jan. 6 is using daily spot announcements on KFWB, Hollywood. Advertising Arts Agency, Los Angeles, has the account.

O'KEEFE & MERRITT Co., Los Angeles (stoves) on Jan. 1 renewed for 52 weeks the thrice-weekly quarter-hour *News by Pat Bishop*, on KFI, that city. Firm also uses three spot announcements weekly on KHJ. Richard B. Atchison Adv. Agency, Los Angeles, has the account.

B & M Beans Budgets

BURNHAM & MORRILL Co., Portland, Me. (B & M Brick-Oven Baked Beans), now on WNAC, Boston, with a one-minute announcement daily, has expanded its advertising appropriation. While no plans have been divulged by Charles W. Hoyt Co., New York, agency handling the account, it is understood that additional radio may be considered.

FORD DEALERS of Southern California, Los Angeles, through McCann-Erickson, that city, on Jan. 7 started a 30-day campaign using an average of two transcribed announcements daily on nine Los Angeles area stations. KNX KFI KECA KHJ KFWB KFAC KMTR KGER KIEV KFOX. Series was cut by Radio Recorders Inc., Hollywood, under supervision of Joan Cannon, agency producer.

DODGE DEALERS of Washington on Jan. 12 started weekly *Washington Calling*, half-hour musical with 15-piece house orchestra on WRC for 13 weeks. Ruthrauff & Ryan, New York, is agency.

MORRIS PLAN BANK, Philadelphia, (personal loans) inaugurated a new radio campaign Jan. 9 on WFIL, Philadelphia, after several years in WIP, using six five-minute periods weekly for a *News Parade*. Agency is Philip Klein, Philadelphia.

COMET RICE Co. Beaumont, Tex., returned to the air Jan. 12 with a 13-week series of spot announcements on WBT, Charlotte. Freitag Adv. Agency, Atlanta, handles the account.

J. A. HAUGH MFG. Co., Toronto (work clothes), has started as a test campaign of weekly five-minute recorded music and farm market reports on CFRB, Toronto, with intention to expand to other Ontario stations in the spring. Account was placed by Wm. R. Orr Co., Toronto.

Ford Canada Shift

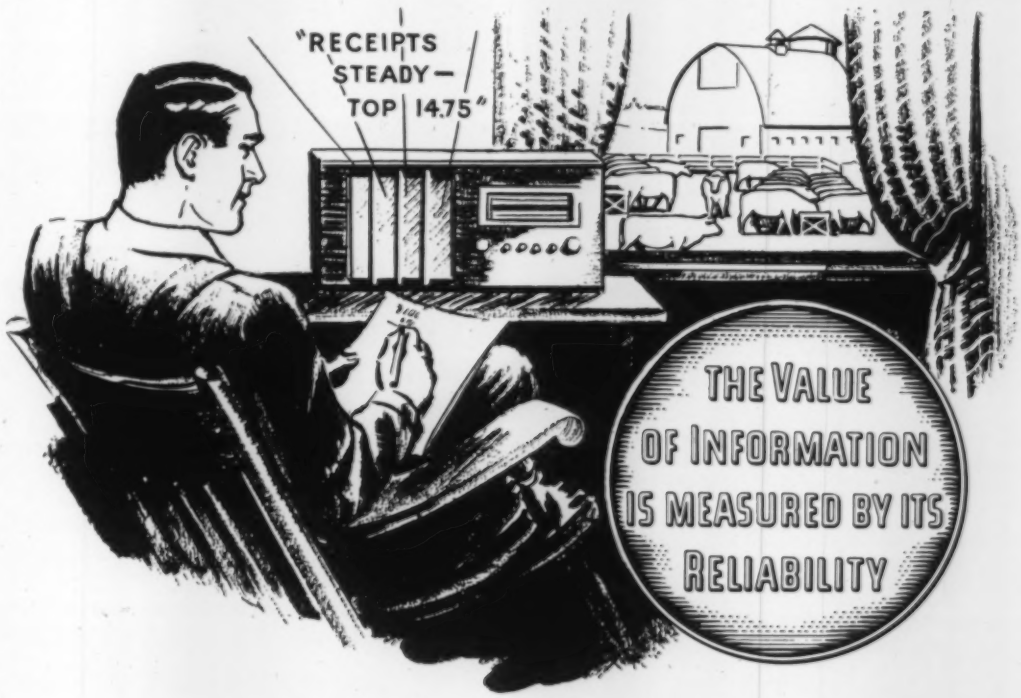
FORD MOTOR Co. of Canada has appointed Cockfield Brown & Co., Toronto, as agency. It is understood that Cockfield Brown will open an office in Windsor, Ont., in addition to its offices in Toronto, Montreal, Winnipeg and Vancouver. The Toronto office will handle most of the work on the account.

WOR Sponsor Buying 5:30-6:30 a.m. Period

AN ADDITIONAL half-hour was added Jan. 13 to the Monday-through-Saturday schedule on WOR, Newark, when the station started its early morning operations at 5:30 a.m. instead of 6 a.m. The half-hour will be sustaining for two weeks until Jan. 27, when Consolidated Drug Products Co., Chicago, currently sponsoring the 6-6:30 a.m. period, expands its program to include the entire hour, 5:30-6:30 a.m.

Heard in the interests of Peruna and other drug products, the program will feature hillbilly transcriptions by "Mainer's Mountaineers with Patsy Montana and her Little Girl". Benson & Dall, Chicago, is agency.

BRITISH COLUMBIA Fruit Board, Vancouver, has started spot announcement campaign for British Columbia apples on stations in Eastern Canada. Account was placed by Canadian Adv. Agency, Montreal.



WHETHER YOU SELL livestock or laundry-soap, it's important to base your marketing decisions on up-to-the-minute information. We consider it our responsibility to see that agencies and advertisers are supplied with the facts that enable them to use spot radio most effectively in any of our markets.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Bldg.	455 Paul Brown Bldg.	Chamber of Comm. Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

WAVE
Doesn't
Try
To Crack
Hardshell (Ky.)

We may as well come clean, boys —WAVE just doesn't lift a watt to pound Hardshell, Hippo or Halfway (Ky.)! But why should we, or *you*, when two-thirds of the buying that's done in Kentucky is done right here in the great and growing Louisville Trading Area? WAVE concentrates its power where it can do you *good* —gives you complete coverage of the million-buyer Louisville market *at lowest cost!* That's our story, and we'll be glad to prove it.

LOUISVILLE'S
WAVE
INCORPORATED
5000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

Radio Covers the Battle Front

(*Continued from page 24*)

scheduled for broadcasting on the exact days when big news breaks.

In discussing the part played by radio's own correspondents abroad, it seems only proper that a few examples be given of the extraordinary merit of these broadcasters. In the year from Sept. 1, 1939, to Sept. 1, 1940, Columbia scheduled close to 2,200 foreign pickups. All but a very small percentage of these came through on schedule. Included in them were many splendid broadcasts illustrative of the finest type of journalism.

Compiegne

Of all the broadcasts during the first year of the war probably none was as historic as that on June 22, 1940, from the Compiègne forest, 45 miles north of Paris.

It was late afternoon. Standing before a microphone at the edge of a little clearing in a forest of great elms, pines, and cypress trees, Mr. Shirer of Columbia and William C. Keirker of the NBC kept their eyes fixed on a group of French and German army officers seated along a green-topped table in an old wagon-lit drawn up on a railroad siding 50 feet away.

It was difficult for Shirer and Keirker to see through the windows of the old railway coach. Dust had been gathering on the relic for 22 years in the court yard of the Invalides, France's famous war museum, near the tomb of Napoleon in the French capital. Only yesterday the old coach, the same in which the first World War armistice had been signed on a cold, gray morning in November 1918, had been moved up from Paris on the personal orders of a conquering Fuehrer to serve as a setting for an epochal reversal of history.

Yes, history was about to be reversed here in Compiègne on this lovely June day in 1940. And by a happy combination of luck and foresight, which are the parents of nearly every noteworthy news beat in journalism's annals, Shirer and Keirker were the only correspondents on the scene. Other correspondents, assembled there the day before, had received an erroneous "tip" that first news of the signing of the Franco-German armistice would be released at the Wilhelmstrasse in Berlin. They had at once sped to the German capital to be on hand there when the story broke.

But Shirer and Keirker decided to remain at Compiègne where the negotiations were actually in progress and to leave Berlin coverage to their subordinates. Meanwhile they began arrangements to set up a special broadcast period on a "when ordered" basis. This was done with the co-operation of the personnel of the German broadcasting system, whose officials also doubtless believed that Shirer and Keirker would be able to give only a color story of not much importance compared with an official release of the news in Berlin.

A purplish dusk was falling over Compiègne forest as the meeting of the group of army officials in the old railway coach broke up. The two American newsmen hurried forward to interview the officers as they left the car. The interview was brief but thorough. The armistice had been signed. Shirer and Keirker hurried to the microphone.

Air Scoop

Suddenly millions of radio listeners throughout the country heard the momentous news. Incredible as it may seem, the German press, the German radio, the German people, and all of France did not get the news until 2 hours and 15 minutes after Shirer's first words had echoed over the American networks: "William C. Keirker and William L. Shirer calling NBC and CBS from the forest of Compiègne in France. The armistice has been signed!"

This incident, of course, did not constitute radio's only news beat of the war. There had been, for instance, a stirring eye-witness account of the scuttling of the *Graf Spee* by James Bowen from a vantage point overlooking Montevideo harbor; also Eric Sevareid's notable triumph in Bordeaux in which, as France crumbled, he went on the air every hour, on the hour, to have a virtual monopoly of all news emanating from the temporary French capital; and Columbia's achievement in being the first to predict, and later to confirm, the Belgian withdrawal from the war.

This last "scoop," if we may use a word now in general disfavor among all newsmen, came about through a code message sent me late one evening by one of the members of our European staff. The message read simply: "Assume you realize unfurther Brussels sprouts."

A glance at the code book was enough to let us know that the correspondent was trying to tell us of the Belgian surrender. A short time later there came over the wires a bulletin that Premier Reynaud of France was to address his people at 8 a.m., French summer time.

Elementary deduction led to the belief that official news of the Belgian defection would be given in the Reynaud speech, since no high government official would deliver a radio talk at that time of morning unless he considered it of extraordinary importance. Columbia ordered circuits to Paris for the Reynaud talk and, upon being notified that the quality of the transmission was impaired by static, also ordered a channel from London, which had much better transmission.

We also decided to remain on the air for overtime operation, and hazarded frequently throughout the evening and early morning that the Reynaud talk might concern a Belgian surrender which, as we said, "was unconfirmed but privately reported." Came 3 a.m., New York time, and the Reynaud speech.

Not one word in ten came through with any degree of clarity, and the result was that the translators were unable to make any sense whatever of the Premier's talk. In desperation we then transferred the controls to London, and in that city Mr. Murrow had heard the entire speech on a French long wave station. He thus was able to give a translation of the talk there with confirmation that King Leopold and his forces had abandoned the Allies.

Around the Censor

In London a censor, or "scrutineer" as he is called with characteristic British phraseology, is constantly on duty at the studios of the British Broadcasting Corporation, and the censorship is on the whole a friendly one. In Berlin the correspondent's script must pass a triple censorship by the military, diplomatic, and propaganda ministry's representatives. Severity of censorship in the German capital varies widely and for no apparent reason.

At times the American radio men have found their copy so badly decimated by blue pencil that they have simply refused to broadcast. But by far the most exasperating censorship of the war was that existing in Paris before the fall of France. In the first place, scripts had to be approved both by the war office and the ministry of information, and these separate offices were far from the emergency studios.

Thus it was physically impossible for a correspondent's report from that city to be up to the minute. Then, too, the censors themselves seemed to operate more by

"I heard about
Oxydol over
WMBD!
I tried it and
it's grand!"

The practical farm housewife is an important buyer in Peoriarea . . . representing one of the nation's most prosperous farming communities. An almost 50-50 balance between this farm market and thriving industry make Peoriarea with a population of over 610,000, an unsurpassed market for practically everything. WMBD, its ONE dominant station giving complete coverage, is idea for testing ANY radio sales campaign EFFECTIVELY.

FREE & PETERS, Inc.
Exclusive National Representatives

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS

MEMBER C B S NETWORK
WMBD
PEORIA, ILLINOIS

whim than by design. There were times, for instance, when they eliminated certain numbers if typewritten as numerals but passed them when spelled out. On another occasion, a censor insisted upon deleting a story concerning French concentration camps although the same story had been used widely on the French shortwave radio itself and had been published, with illustrative photographs, in every Paris newspaper.

Naturally, with increased experience, each correspondent has become more and more a self-censor. He has learned what the authorities consider information "of aid and comfort to the enemy," such as weather reports and precise descriptions of aerial bombing damage, and thus has been able to prepare his copy with assurance that he would be able to present it relatively free from change. The radio men abroad report almost unanimously that they are merely told *what not to say* and not *what to say*. In other words, the authorities in warring nations have respected our desire for objectivity and in the main have not attempted to impose doctrine instead of facts.

Covering the War

But if propaganda is a rarity in the shortwave reports of American correspondents, it is ubiquitous in the governments' own shortwave reports. In fact, the Fourth Front, as propaganda has been called, has been consistently the most active in the progress of the entire war. There are many indications that governments consider words as effective as bullets in battle. There is also much evidence to support this theory, and for anyone interested in further examination of the subject I recommend the reading of Edmond Taylor's *The Strategy of Terror*.

As previously mentioned, we at Columbia have established and have kept in 20-hour-daily operation a shortwave listening center which receives between 100,000 and 150,000 words a day. The receivers themselves are located at a point on Long Island, free from structural steel interference. The foreign programs are then fed by land line to a listening room adjacent to our news studio in the New York headquarters. There they are first recorded and then translated (if in a foreign language) or transcribed (if in English).

This mass of material is listened to, of course, for the occasional news item of importance—and it is noteworthy that many news beats have been credited to shortwave radio. But the out-and-out propaganda broadcasts also supply news of another sort, since by one definition it is news if one learns what a combatant wants the other side and neutral nations to believe. Thus in our listening room we prepare excerpts of this type of broadcasting for use on our own network in news programs, for the background information of our analysts and, in addition, maintain a teletype service to press associations and New York newspapers in which this material is digested for their use.

Thus does American radio cover the war: By its staff of correspondents abroad, by news programs from its studios, by news analyses, and by turning an attentive ear to what is broadcast from abroad. The development of each of these has brought us to a high place of distinction in audience regard. Certainly in no other field of endeavor has American broadcasting, operating upon truly democratic lines, served so ably the public interest, convenience, and necessity.

Sevareid to Washington

ERIC SEVAREID, former Paris correspondent of CBS and lately attached to the network's news staff in New York, has been transferred to Washington. Sevareid will divide the increasingly important duties of covering the nation's capital with Albert Warner, chief of the CBS news department in Washington. Warner will handle evening newscasts while Sevareid will be heard during the day.

Mr. Sevareid

Found the Harts

CHRISTMAS card was received by KGMB, Honolulu, addressed as follows: "Mr. and Mrs. Robert Hart, Hilltop House, Honolulu." Not having anyone by that name on the staff, the station traced the name through the city directory in an effort to deliver the card.

Locating Mrs. Hart, it was learned that her home is situated on one of Honolulu's many hills overlooking the Pacific, and that the name "Hilltop House" was adopted for the Hart home because of the Palmolive soap program of that title broadcast over KGMB.

CBS FAR EAST POST IS GIVEN TO DUNN

WILLIAM J. DUNN, formerly CBS news editor in New York, has been appointed director of CBS correspondents in the Far East and is en route to Manila in the Philippines, where he will establish his headquarters. During the next six months, he will contact W. R. Wills, CBS correspondent in Tokyo, and John Raleigh, CBS correspondent in Batavia, Java, and will set up news bureaus in such key points as Shanghai, French Indo-China, Burma, Australia and New Zealand.

Mr. Dunn

Mr. Dunn's appointment of CBS correspondents is a further step in the network's expansion of its news service, started recently by Paul W. White, CBS director of public affairs, after a flying tour of South America where he appointed network correspondents in every major capital in Latin America.

A native of Rosedale, Ind., Mr. Dunn started his news career on the *South Bend News-Times* in 1923, later joining United Press in Indianapolis. With UP in New York and Washington, he also worked with INS and AP in Chicago before entering the CBS publicity department in 1938 in New York. Mr. Dunn is married and has one daughter, 11.

PHILADELPHIA SCOOP

Knox Sees Drowning and Gets On the Air Quickly

RADIO NOT ONLY scooped the newspapers on a Philadelphia news story on Jan. 12, but even got due credit for the scoop from one of the papers, the *Philadelphia Record*. Driving through the park to the studio for his noonday news program, Bob Knox, WDAS announcer, swerved sharply to avoid another car careening madly and approaching him at a fast clip. Knox stopped his car on the bank of the Schuylkill River. The approaching car continued its dash and drove into the river. Knox ran to the bank as the driver, freeing himself from the car, came to the surface.

Noticing Knox, he yelled, "Don't come after me" and disappeared under the water. Knox dashed into the station and ten minutes after the catastrophe had broadcast the item.

In an unusual tribute from the press to radio, the *Record* called attention to Knox's news beat, which demonstrated the flexability of radio. So quickly did Knox broadcast the suicide that the head of the River Police was notified of the incident by the WDAS broadcast.

A NEW 250-watt station on 1420 kc. in Columbus, Ga. is sought by Arthur Lucas and William K. Jenkins, Georgia chain theater operators, in an application filed with the FCC. They already own interests in WRDW, Augusta; WSAV, Savannah; WMOG, Brunswick; WLAG, LaGrange.

OUR TARGET: The world's largest market.

OUR WEAPON: 5000 WATTS day and night with Directional Antennae.

OUR AMMUNITION: Your product programmed with intimate appeal to New York's Melting Pot millions.

OUR AIM: To insure results.

WBNX NEW YORK : **5000 WATTS**

WHEELING

A Fort Industry Market

How Big Is 399,756

In terms of population, 399,756 is as big as Kansas City, Mo. In terms of popularity it represents the number of persons living in Eastern Ohio, Western Pennsylvania and Northern West Virginia who attended the personal appearances of WWVA entertainers during 1940. In terms of advertising results, 399,756 represents as BIG an advertising buy as there is in radio. To get the bigness of this buy at $42.00 per daytime basic quarter hour you must of course, add at least one and one-half million stay-at-home radio listeners in our primary area to the 399,756 WWVA personal appearance fans.

And best of all, it's the BIGNESS OF WWVA RESULTS that really counts!

— C. B. S. —

BLAIR Represents Us

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

Facsimile Photos Sent From Plane

New Finch Multiplexing Gets A Practical Demonstration

TWO-WAY multiplexing, the transmission of news and pictures simultaneously with voice by radio using the Armstrong FM system between a plane in flight and ground then over a wire to a distant point, was demonstrated the week of Jan. 13 by W. G. H. Finch, president of Finch Telecommunications Inc., manufacturers of FM and "telepicture" equipment under Armstrong-Finch patents.

The demonstration and disclosure of this new "telepicture" system comes at a time when press associations and the newspapers are demanding new and more flexible equipment to step up their transmissions of news and pictures at higher speeds.

Speed Quadrupled

"So sorely is this equipment needed," said Mr. Finch. "that through use of our new telepicture equipment we are now able not only to transmit news and pictures but an entire news report at an approximate speed of 300 words per minute, thereby quadrupling the present speed of telegraphic printers."

Syndicated features as well as comics, advertisements and other material also can be transmitted at this speed, whether FM or wire is used. The demonstration was a preview of a rapidly growing new industry which is expected to create radical advances in the newspaper field.

A time-saving item is the fact that positives are taken directly from the camera and are made ready for the machines at the receiving end. The received pictures are taken off and then are made ready for the engraver. The speed and accuracy of this new Finch Telepicture equipment opens up a whole new field to press associations and newspapers alike.

During the recent demonstration a few action photos were made over Times Square using the Finch Flying Laboratory, an airplane equipped with the necessary apparatus. The pictures were immediately processed and transmitted from the plane's 250-watt transmitter on 3105 kc. They were received by the Finch laboratory at Bendix Airport in New Jersey and also by wire from the airport to the Finch plant in Passaic, N. J.

The Finch Telepicture system embraces three types of equipment, according to Mr. Finch, all designed for particular kinds of transmission. The difference lies only in the size of the picture and news transmitted by each, thereby affording the greatest efficiency to the separate but similar duties performed.

First, there is a stationary or fixed equipment which is designed to operate from the same place and position at all times. The second unit is a semi-portable machine, smaller and more compact than the stationary instrument and is more flexible in its installation requirements. The third is a lightweight portable unit which may be carried about and installed easily.

Early Decision in Monopoly Report

(*Continued from page 26*)

representing Independent Artists' Representatives. Regarding allegations involving NBC activity in the transcription field, made on behalf of Associated Music Publishers by Waddell Catchings, the brief declared there was no justification for Commission action "if for no other reason than that the Commission should not destroy NBC's transcription business in order to build up that of AMP".

Burns for CBS

Holding that there are no competition problems in the industry requiring government intervention, the CBS brief, filed by Judge John J. Burns, pointed out that in the Sanders case "the Commission itself successfuly urged the contention that no station licensee had any claim to be protected against the competition of newcomers in the field".

Maintaining that healthy, free competition exists in the present situation, the brief declared: "It has never been suggested that in radio free competition is meant to include an anarchic degree of looseness and instability in public relations. Free competition has never meant that a manufacturer would not be permitted to have an exclusive dealer. Free competition has never meant that the leasing of space on a busy street corner or the hiring of a specially qualified employe was to be regarded as illegal because such leasing or hiring made such space or services unvailable to others."

CBS also sided with NBC in recommending rejection of the MBS application for a temporary regulation of network operations, pending settlement of the broad question.

Reviewing in detail the background upon which it based its support of the FCC's right and power to regular network operations, the MBS brief, filed by Louis G. Caldwell, outlined its proposed regulations, designed to break down the alleged monopolistic control of facilities by the other networks. Physical limitations of the standard broadcast spectrum would make "formation of an adequate fifth network very difficult", the brief declared.

Yankee Offers Brief

On the competition question the MBS brief cited a summary of available fulltime commercial stations, as of Dec. 1, 1940, maintaining that in the majority of cases of limited facilities, those available had been tied up by NBC and CBS to a point where MBS in some cases got only what was left after time options or low-power stations with limited coverage.

Participating actively in the proceedings for the first time, Yankee Network offered a brief, signed by John Shepard 3d, president, and filed by Counsel Paul D. P. Spearman and Frank Roberson, taking issue with NBC's statement that it had never switched a station at will from the Red to the Blue network, leaving the station without complaint. The Yankee brief maintained that NBC had done just that to WNAC, Boston key of NBC-Red and Yankee Network, stating that NBC had indicated WBZ, Westinghouse station in Boston, would become the Red outlet upon expiration of the affiliation contract with WNAC in October, 1942.

Fear Loss of Revenue

The brief maintained also that WNAC had not been included as a party to conversations about the Red affiliation in Boston, and that the only conversations opened to WNAC had concerned the possibility of making the station the Blue outlet when its Red contract expired. It was estimated the shift would mean a loss in revenue for WNAC of more than $150,000 including loss of revenue from NBC itself as well as "loss of spot and local sales due to the less desirable programs on the Blue Network". In its brief Yankee urged that the Commission take into account at license renewal time and upon application for new facilities the question of duplicated coverage by network stations, particularly in secondary service.

Specifically citing NBC, CBS, and MBS — through WOR and WGN—as operating in restraint of trade in the artists' representation field, the brief entered by Martin Gang on behalf of Independent Artists' Representatives declared:

"The broadcasting company as agent for talent and the broadcasting company as employer of talent cannot deal at arms length, and the interest of the talent necessarily is secondary. Furthermore, free competition in the talent field is restrained and interfered with and to a large measure is destroyed. The control of talent through exclusive management contracts and so-called guaranteed employment contracts by the broadcasting companies tends toward monopoly and suppression of competition, and the operation of artists' bureaus by the broadcasting companies is not in the public interest."

AMP's Stand

Another brief, entered for AMP by W. J. Herdman, AMP general counsel, averred that unrestrained competition between transcriptions and telephone networks would develop radio more in the public interest than chain broadcasting limited to telephone networks. The brief urged the FCC to "announce a policy of not extending licenses" to stations entering into certain time option agreements or discriminating against high quality transcriptions. Other AMP recommendations included proposals to allow off-the-line recording of network programs by independent transcription companies, prohibit transcription activities by companies controlled by networks, prohibit networks from acting as artists' agents, prohibit retaliatory action against stations or granting of special favors or free services by the networks.

Contending that the FCC has "full and complete power to prevent monopoly in broadcasting", the WBNY brief, filed by Andrew G. Haley, counsel, sought to substantiate this view by reviewing the legislative and judicial background of the Communications Act. The brief noted that "the factual basis supporting the report is inadequate in that all the abuses are not touched upon". Declaring that the "precarious situation" of some affiliates operated against a voluntary presentation of their grievances, the brief urged that the FCC reopen the proceedings "to arrive at the whole truth", issuing subpoenas to "representative groups in the industry".

Lever in Canada

LEVER BROS., Toronto, is renewing all network programs in Canada for 1941, it is understood, although all contracts have not yet been signed. Lever Bros. carries *Big Sister* and *Dr. Susan* five times weekly over the Canadian Broadcasting Corp. national net less Quebec; *Lux Radio Theatre* on Mondays; *Big Town* and *Family Man* on Wednesday evenings; *C'est La Vie* on the French net on Friday evenings. Ruthrauff & Ryan, New York, placed the *Big Sister* and *Big Town* shows for Rinso, while J. Walter Thompson Co., Toronto, places the other four programs for Lux.

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.

WGR and WKBW
Columbia and Mutual
Buffalo
FREE & PETERS, Inc., National Representatives

SENTIMENTAL about his profession is C. L. Pierce (left), NBC engineer, who gazes fondly at the license tag on the Chicago NBC mobile unit. The tag includes the frequencies of the two NBC-Chicago stations, WMAQ-WENR. Watching him is M. W. Rife, supervisor of field engineers, who broke his leg last fall on a fishing trip.

SUSPENSION GIVEN ATTORNEY BY FCC

THE FCC on Jan. 11 suspended James W. Gum, Washington attorney, from practice before the Commission for a two-year period ending Jan. 1, 1943. The action followed by nearly a year the FCC's investigation into activities of Attorney Gum and other individuals in securing a license for the now defunct WSAL, Salisbury, Md. Activities connected with proposal, construction and operation of the station were investigated in detail by the FCC during December, 1939, and January and March, 1940, at proceedings on the revocation of the WSAL license.

Text of the FCC action of Jan. 11 follows:

Whereas the Commission, on May 14, 1940, issued, and on May 17, 1940, served upon James W. Gum an order to show cause why his certificate of admission to practice as an attorney before this Commission should not be cancelled by reason of the matters recited in the order to show cause, and

Whereas the aforesaid James W. Gum, on May 29, 1940, filed an answer to the order to show cause in which he stated that he did "not desire to appear and be heard personally on the Rule to Show Cause," but requested instead that his attorney, Mr. Jesse Lee Hall, "be permitted to appear before the Commission in executive session and argue this matter fully, and

Whereas, Mr. Hall appeared before the Commission on June 28, 1940, and was heard fully as requested, and

Whereas Mr. Hall agreed that the record in this proceeding should include the full record in the Matter of Revocation of Station License of Station WSAL, Salisbury, Maryland (Docket No. 5795), and

It appearing, upon full consideration of the entire record in said proceedings that the aforesaid James W. Gum has failed to conform to recognized standards of professonal conduct.

Now, therefore, it is ordered this 11th day of January, 1941, that the aforesaid James W. Gum be hereby suspended from practice before this Commission until after Jan. 1, 1943, provided, that the Commission will, at any time after Jan. 1, 1943, entertain a petition for the purpose of determining whether the aforesaid Gum should be reinstated to practice before the Commission.

By the Commission,
T. J. SLOWIE, Secretary.

PAUL D. KRANZBERG & Associates, St. Louis, sales consultants, has changed its name to Padco Inc., retaining present personnel and enlarging quarters in the Louderman Bldg.

THIRTY SECONDS TO GO IN DENVER

Bay Petroleum Corp. Quiz Bringing in Many New Customers to Its Service Stations

WITH hundreds of gallons of gasoline awarded to listeners on every program, a new quiz game, *Thirty Seconds to Go*, started in November on KOA, Denver, under sponsorship of Bay Petroleum Corp., Denver refinery. The feature is a copyrighted origination of Raymond Keane Adv. Agency, Denver.

Heard twice-weekly on KOA, *Thirty Seconds to Go* clicked with its audience from the initial presentation. While a large clock ticks in the background, contestants are called by telephone and asked a question. A bell rings each five seconds, and the value of the question diminishes as the 30 seconds allotted tick away. A contestant answering his question correctly in the first five seconds may receive as much as 300 gallons of Bay gasoline free. Contestants unable to answer their questions receive five gallons of gas. Wes Battersea, radio production manager of the agency, is m.c. of the show.

New Customers

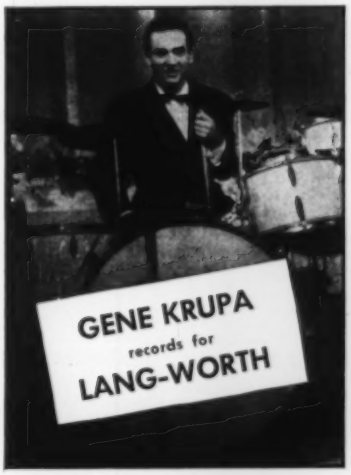
In order to become eligible for the prizes, would-be contestants must register at any Bay service station. As they register, they are required to finish the sentence: "I like Bay Gas, because . . ." Names called on the program are selected on the basis of answers given. Credit certificates for the gasoline are delivered personally to winners' homes by representatives of the sponsor.

Since the show started, most of the Bay stations in the Denver vicinity have averaged as high as six new customers a day. More than 8,654 cars went over Bay station driveways in the first four weeks of the program, according to the sponsor.

As an added fillip to the program, listeners originally were invited to send in a "Bay Proverb", which brought 10 gallons of gas to the offerer if it was used on the program. Later listeners were asked to send in questions for the program, instead of proverbs, and the mail response doubled. The pithy "Bay Proverbs" are used as a brief closing commercial on the program.

Introduction of the program was accomplished through paid space on the *Denver Post* radio page and banners in all Bay stations. Registration books were delivered to all station managers, along with contest instructions, a week before the show's debut on KOA.

Close coordination between the advertising department of Bay Petroleum Corp., headed by George DeWitt Robinson, and the agency is credited with building up the successful show. Fletcher B. Trunk, of the agency, is account executive in charge.



Planes for Two

ANOTHER sponsor has made good on the proverbial "duplicate prizes will be awarded in case of ties". Two Piper Cub airplanes were awarded on Jan. 10 on the Brown & Williamson *Wings of Destiny* program when the four final judges voted two first places each to two different contestants' entries. Winners of the planes, valued at $1,600 each, were Lieut. Wyan E. Thiessen, Davenport, Ia., and Mrs. Henry T. Miller, Tulsa, Okla. Agency for the Wings account is Russell M. Seeds Co., Chicago. The program is heard over 92 NBC-Red stations Fridays at 9 p.m. (CST) from Chicago.

DRIVE TO PROMOTE ADVERTISING BEGUN

COAST-WIDE crusade titled "The Advancement of Advertising" was launched at a meeting of the Seattle Advertising and Sales Club, Jan. 7. The program, which will include promotion and education, is designed to combat influences seeking to undermine public confidence in advertising.

Warren E. Kraft, Seattle manager of Erwin, Wasey & Co. outlined plans for the drive, which is a Pacific Advertising Club Assn. project. Mr. Kraft has been named general chairman of the campaign.

At the same meeting new officers were installed. The new slate includes Hugh M. Feltis of KOMO-KJR, president; George Weber, Mac Wilkins & Cole Adv., first vice-president; Lila Arnold, Mall Adv. Bureau, secretary; Roger Jensen, Gateway Printing Co., treasurer.

Bergen Leads Canada

EDGAR BERGEN and his Charlie McCarthy show is the most popular of network programs among Canadian listeners, according to a network ratings report for December, 1940 just issued by Canadian Facts Reg'd., Toronto research organization. Charlie replaced Jack Benny for the first time since the start of the organization's monthly markets measurements taken in Halifax, St. John, Montreal, Toronto, Winnipeg and Vancouver. Starting in January, complete French program ratings, based on measurements in Montreal and Quebec City, will be included in the monthly reports.

WOV Transfers To New Quarters

New Transmitter Is Tested; Hall Is Chief Engineer

WOV, New York, commenced moving into its new quarters at 730 Fifth Ave. on Jan. 17, with the expectation that by the 19th programs would be originating in the new studios, which are constructed on the no-parallel-walls principle and decorated in modernistic fashion. Despite the fact that it is just moving in, WOV has already outgrown the limitations of the 12th floor and has taken space on the 14th for its sales staff.

The new 10,000-watt transmitter at Kearny, N. J., is also on the verge of entering fulltime active duty. Now being tested in the aftermidnight hours, the new transmitter will be tried out on regular program transmission early this week and, if satisfactory, will then be placed into regular service, with the old 5,000-watt transmitter for emergency duty.

Hall Chief Engineer

Naylor Rogers, general manager of WOV, has announced appointment of Whitman Hall, formerly chief engineer of WCOP, Boston, to the same post at WOV. A graduate of MIT, Mr. Hall was transmitter engineer of WGY, Schenectady, before going to WCOP, which like WOV is one of the group of stations owned by Arde Bulova.

Installation of the station's new technical equipment, RCA throughout, both at the studios and transmitter, has been completed under the direction of Hillis W. Holt, who similarly supervised the work at WPEN, Philadelphia, another of the Bulova group which dedicated its new studios Oct. 23 [BROADCASTING, Nov. 1].

Victor van der Linde, recently on the sales force of WNEW, New York, and formerly for five years with NBC as general sales counsel, has joined the WOV sales staff.

Every evening, seven days a week, the new WOV schedule will provide a solid 2½ hours of dance music between 8 and 10:30, Stuart Buchanan, recently appointed program director of the station [BROADCASTING, Jan. 1], revealed Jan. 16. At this time, he said, practically every other New York station is presenting dramatic, comedy, variety or news programs, so WOV can best compete by making its appeal to the popular music fans.

Radio Probe Measures Given Congress; Copyright Pact May Go Before Senate

By LEWIE V. GILPIN

LEGISLATIVE activity affecting radio appeared with the opening of the 77th Congress. Several measures that died with the last session have been reintroduced, and sponsors have indicated early rebirth of other proposals.

Two investigations stand before the 77th Congress, one calling for a House and the other a Senate probe of the FCC and alleged monopoly in the broadcasting industry. Senator Tobey (R-N. H.) on Jan. 6 introduced the first such proposal (SRes-20) [BROADCASTING, Jan. 13], and on Jan. 8 Rep. Wigglesworth (R-Mass.) reintroduced his resolution (HRes-51) calling for a House investigation.

White's Resolution

Although main interest seems to have centered on revival of a proposed fact-finding study covering both the radio industry and the FCC, introduced last session by Senator White (R-Me.), it was indicated he will not reintroduce the proposal while more pressing matters occupy his attention.

The likelihood of action on the copyright question appeared strong for some time during the new session after the Senate Foreign Relations Committee early in January had voted to report the International Copyright Treaty, which has hovered in the Senate for a decade. As BROADCASTING went to press, presentation of the treaty for a place on the Senate calendar was expected momentarily.

Although action on the agreement previously had been put off pending consideration of legislation to clear up the domestic copyright situation, it was pointed out that the Senate may act on the treaty, since an accompanying resolution provides it will not go into effect for a year, presumably allowing time for legislation directed at the domestic scene.

According to Senator Thomas (D-Utah), member of the Foreign Relations Committee and sponsor last session of a copyright bill opposed by the broadcasting industry, the BMI-ASCAP battle injects a new note into the treaty situation, since its effects may be felt outside the United States, forcing action by other countries. No definite word on plans to reintroduce the copyright bill was available from Senator Thomas.

Although Rep. Voorhis (D-Cal.) is understood to be working on a revision of his bill to levy a heavy tax on advertising, introduced in the closing days of the 76th Congress, it is expected this revision will not be completed for several weeks, at which time he will decide whether to reintroduce the measure. According to a report released by the Advertising Federation of America, Rep. Voorhis recently stated to Charles E. Murphy, AFA counsel, that he held a firm belief in advertising and "plenty of it", adding that he considered advertising essential to free and open competition and a useful weapon against monopoly.

Rep. Voorhis also has stated that his sole purpose in proposing the tax on advertising was to defeat what he believes to be tax evasion through expenditure by a few companies of large sums of money for advertising merely to avoid paying taxes on excess profits. He emphasized his bill had not been introduced at the request of the Justice Department or any other Government agency.

Other legislative proposals already introduced in the 77th Congress include a duplicate of the bill amending the Communications Act of 1934 "to preserve and protect liberty of expression in radio communication" (HR-1082) by Rep. Ditter (R-Pa.) and a Senate resolution (SRes-21) by Senator Lee (D-Okla.) proposing a Senate investigation of propaganda agencies. Slated for early reintroduction are the anti-liquor advertising bill of Senator Johnson (D-Col.) and the perennial proposal of Senator Chavez (D- N. M.) for a Government-operated superpower shortwave broadcast station to serve Latin America.

Federal Agencies

In view of the burst of activity late in the last session, during which was passed the Logan-Walter bill to facilitate judicial review of the actions of Federal administrative agencies, later killed by Presidential veto, it is expected there will be agitation for new legislation along this line.

The Attorney General's Committee on Administrative Procedure completed its report early in January, and is expected to offer its recommendations for changes in administrative procedure to Attorney General Jackson during the week of Jan. 20. These will be passed on to Congress soon afterward. However, it is unlikely much will be done to revise downward the functions of administrative agencies during a period of crisis such as that referred to in President Roosevelt's veto message on the Logan-Walter bill.

DeGroot to HGC

DON DeGROOT, copy chief and production director of WFDF, Flint, Mich., has become an account executive of the Holden, Graham & Clark Advertising Agency, Detroit. He will be the agency's radio copy chief.

WILLIAM L. SHIRER, CBS Berlin correspondent, who recently returned to this country, is writing a book about Germany to be published in May by Alfred A. Knopf, New York.

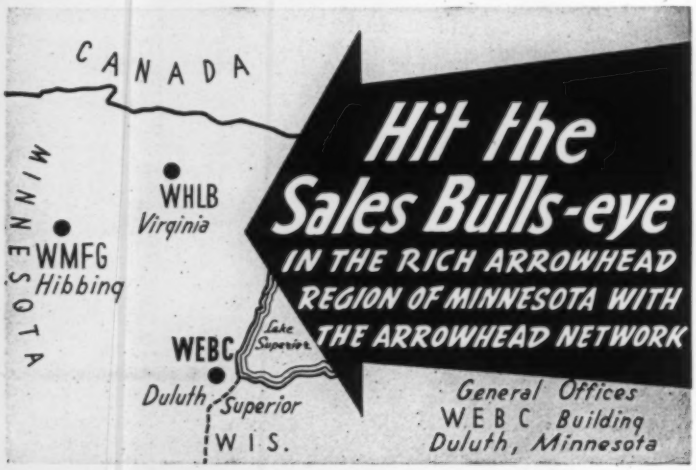
AFTER meeting incoming steamers for more than a year, interviewing prominent passengers, KGMB, Honolulu, recently took its microphone to the new round-the-world liner, *President Jackson*, as she arrived in Honolulu on her maiden voyage. A feature of the pickup was a radio tour of the liner, including visits to the engine room, galley, lounge and sports deck. Participating in the shipside broadcast were (l to r) Vic Eckland, of KGMB, Capt. Carl Hawkins and Henry Putnam, KGMB. The station regularly covers the arrival and departure of the liners *Lurline* and *Matsonia*, with Putnam and Eckland handling the pickups.

Chimes a Hazard

THE program department of WRVA, Richmond, Va., recently playing back for audition a speech it had recorded earlier in the day, noticed that distant church chimes had seeped into the recording. The chimes seemed to be playing a distinct tune, although no one could determine whether it was ASCAP music. Taking no chances, the station located the speaker, brought him into the WRVA studio, and had him re-record to a point just beyond the chimes. The "edited" transcription then was OK'd for broadcast.

Bate Due Jan. 20

FRED BATE, head of NBC's staff in London, will arrive in New York Jan. 20 on the *Clipper* for an extended stay, during which he will complete his convalescence from injuries sustained Dec. 8 when NBC's London offices were bombed during a German air raid. He is expected to return to London sometime in the spring. Max Jordan, NBC continental chief, had planned to accompany Mr. Bate to New York but due to difficulty of securing *Clipper* reservations is waiting for a later plane and is now expected to arrive the following week.



Reduction in Teletype Rates Sought by Transradio Press

Files Complaint With FCC Claiming Charges Are Almost the Same as Originally Fixed in 1916

SEEKING sharp reductions in rates for press private-line teletype service, Transradio Press Service Inc. has filed with the FCC a three-count complaint against AT&T and its subsidiary and affiliated companies. The FCC took prompt cognizance of the issue Jan. 14 by approving notices to be served upon the companies with answers requested by Feb. 17.

Transradio, through W. Theodore Pierson, former FCC attorney, alleged that the level of interstate rates for press private-line teletypewriter service is unreasonably high; that the ratio between the charges for 60-word service and 40-word service is unreasonably high and that the ratio between the charges for duplex (two-way) and simplex service is unreasonably high. Herbert Moore, president of Transradio, signed the affidavit accompanying the complaints.

Rates Filed in 1916

In the first of three counts, the Transradio complaint stated that communications costs constitute between 50 and 70% of the total cost of rendering its news service. Present rates for press private-line teletypewriter service were established in 1916, it was pointed out, and the only reduction since then resulted from a change in the manner of computing mileage.

Contending the demand for news service is elastic and that a lower selling price causes an expansion of the market, Transradio said the lowering of the selling price of news service, which would result from lower communications costs, would expand the market to include a substantial portion of nonsubscribers and would increase the amount of service taken by subscribers.

Transradio asked the FCC to command the AT&T companies to adopt a schedule of charges for press teletypewriter service that would be no greater than 50% of the charges made for commercial private-line teletypewriter service, holding that the cost to AT&T of furnishing the service to commercial traffic is at least twice as great as the cost for press traffic.

The second count alleged that the AT&T tariffs for press private-line teleteletype 60-speed service are unjust and unreasonable. It was brought out that AT&T provides three speeds of transmission for private-line teletypewriter service —40 words per minute, 60 words and 75 words. Transradio uses only the two former speeds.

Transradio said it believed the cost of providing 60-speed service is substantially less than 10% more than the cost of providing 40-speed service. The FCC tariff, it was stated, provides for an average increase of 10% for commercial use of 60-speed over the charge for 40-speed. It also provides for an increase of 25% in the charge for press use of 60-speed over the charge for press use of 40-speed.

Transradio recited that 80% of its subscribers use only the 40-speed service and that a reduced 60-speed rate would materially increase the use of that service. The revenue from the sale of the service at the reduced rate sought "would be fully compensatory to the defendants", it was held.

Duplex Rates

The FCC was asked by Transradio to require AT&T to effect a schedule for press private-line teletypewriter 60-speed service that will be no greater than 110% of the charges made for 40-speed service.

The final count, relating to single and duplex service, under which the AT&T tariff calls for a 25% additional charge for duplex, was held by Transradio to be unreasonable. It said it is prevented from employing duplex service by the "excessive and unreasonable charges" of AT&T companies. Transradio contended that each circuit furnished for single service is capable of rendering duplex service at a negligible increase in cost. The Commission was asked to command AT&T to effect a schedule of charges for duplex service that will be no greater than 5% of the charges made for the corresponding single service.

Romanoff on 5

ROMANOFF CAVIAR Co., New York, distributors of French Kettle-Onion Soup, have placed through their newly-appointed agency, Piedmont Adv., New York, one-minute twice-weekly spot announcements on WHK, Cleveland; WJR, Detroit; WENR, Chicago; WMAQ, Chicago; WQXR, New York. Company is also sponsoring on the latter station a twice-weekly quarter-hour newscast titled, *Tomorrow's Headlines*. More stations will be added.

Won-Up Discs

ENGLEMAN GARDENS Assn., Edinburgh, Tex. (Won-Up grapefruit juice), on Jan. 15 started a series of 48 one-minute transcribed announcements on nine Texas stations including WFAA WBAP KRLD KPRC KTRH KTSA WOAI KGNC KWFT. Transcriptions were cut by NBC, Chicago. Agency is Ruthrauff & Ryan, Chicago.

QUAKER CITY Federal Savings & Loan Assn., Philadelphia, started on Jan. 13 a test campaign on WFIL, Philadelphia; of five-minute daily newscasts, with Al Stevens as announcer. Sponsor is new to radio, and may add more stations if test is successful. Albert Frank-Guenther Law Inc., Philadelphia, is the agency.

Mittendorf Leaves WIND

E. S. MITTENDORF, for the last three years general manager of WIND, Gary, Ind., on Jan. 25 will leave his post on advice of his physician, according to an announcement by Ralph L. Atlass, president of the station. No successor has been named but John T. Carey, sales manager of WIND, will assume a portion of Mr. Mittendorf's duties with Mr. Atlass supervising the remainder which will be distributed among a number of persons. Before joining the Indiana outlet as Gary resident manager in 1935, Mr. Mittendorf was for nine years manager of WKRC, Cincinnati. In 1937 he was transferred from Gary to the national advertising office in Chicago and elevated to general manager.

Mr. Mittendorf

ARMISTICE FOR BALL

BMI and ASCAP Stop Firing For Paralysis Drive

BMI and ASCAP last week stopped lambasting each other with publicity releases long enough to exchange polite courtesies concerning the broadcasting of music in connection with the celebration of the President's birthday for the benefit of the National Foundation for Infantile Paralysis. BMI gave blanket permission to all non-member stations to use its music on Birthday Ball broadcasts as well as on preceding build-up programs.

ASCAP also announced that networks and stations not licensed to play its music might broadcast Birthday Ball programs containing ASCAP numbers without fear of infringement suits.

Thus were smoothed out apprehensions arising from the answer to Benny Goodman's request for the President's favorite songs so that he might make special arrangements for the Ball. From the White House came the list: "Anchors Aweigh", "Yellow Rose of Texas", "Boots and Saddles", "Happy Days Are Here Again", "Home on the Range", "Love's Old Sweet Song", comprising three ASCAP and three non-ASCAP tunes.

Willys-Overland Spots

WILLY-OVERLAND MOTORS Inc., Toledo (American), during January started a national campaign of spot announcements and programs. Time is being purchased through regional distributors throughout the United States with various agencies involved. Thus far the Willys-Illinois Co., Chicago, on Jan. 5 started a weekly half-hour transcribed musical program on WCFL, that city, as well as six-weekly spot announcements. Upon clearance of evening time a thrice-weekly quarter-hour series with live orchestra will be used. On Jan. 19 a weekly quarter-hour transcribed musical program on WBBM, Chicago, was also started.

KWIL, Albany, Ore., on Jan. 15 joined MBS, the networks 174th affiliate.

Scophony Exhibits Video on Screen

Mirror Scanning Is Used to Produce Large Images

PICTURES 12 x 9 feet in size were witnessed by a group of more than 100 representatives of daily papers and the trade and technical press Jan. 15 when Scophony Ltd. of London presented the first American demonstration of its large-screen television in the company's new New York headquarters at 1 E. 54th St.

Images, piped from studios on the same floor as the receiver, were of good general quality, although there was a general expression that more light would have helped, a defect which Scophony engineers attributed to the hastily-assembled temporary studio set-up.

Mirror Scanners

Demonstration also included reception on a smaller screen, 4 x 3 feet, suitable for small halls and school rooms, whereas the larger screen was designed for use in theatres. A still larger screen, 18 x 12 feet, had been used in London theatres, it was stated. Images were projected on the screens from the rear by a machine utilizing a pair of revolving mirror scanners which construct the pictures by mechanical-optical methods in contrast to the system generally used in America, which uses a cathode-ray tube to construct the images electronically. A special advantage claimed for the Scophony system is its "storage of picture signals", which enables it to combine a number of picture elements and to present them simultaneously.

Solomon Sagall, founder and managing director of the company, explained that whereas a motion-picture machine illuminates the whole picture at once, each part getting the full light of the projection lamp, a television scanner breaks the picture up into thousands of tiny parts, each getting only that small fraction of the light source. By its storage method, Scophony enlarges the size of the part illuminated at one time and enlarges also the amount of light on each part accordingly.

Plans are under way, Mr. Sagall stated, to form an American Scophony company, to manufacture and sell home receivers and to make and lease large-screen receiving equipment to theatres, as well as defense instruments which Scophony has been producing in England since the outbreak of the war stopped television broadcasts in that country. Arthur Levey, a director of Scophony although an American citizen, will be active in the American company when it is formed.

Monarch Foods Adding

REID-MURDOCK & Co., Chicago, (Monarch Foods), has increased the list o fstations releasing its twice weekly 50-word announcements to 51 stations. Sponsor urges listeners to attend church with no commercial except a courtesy signature. Starting with two stations late in November, response has been so gratifying that stations have been added at frequent intervals. More will likely be added in the future. Rogers & Smith Advertising Agency, Chicago, handles the account.

AGENCY Appointments

FREED RADIO Corp., New York (Freed Eisemann FM receivers), to J. D. Tarcher & Co., New York. No radio plans made as yet.

ROMANOFF CAVIAR Co., New York, to Piedmont Adv., New York. Spot announcements and news programs are being used for French-Kettle Onion Soup, distributed exclusively by the company.

FORD MOTOR Co., of Canada, Windsor, Ont., to Cockfield Brown & Co., Toronto. No radio plans at present.

MARVELOUS MARIN Inc., California (county-wide chamber of commerce), to Theodore H. Segall Adv., San Francisco, to handle 1941 campaign, to include radio, newspapers and direct mail.

WILCO Co., Los Angeles (Van shoe dressing), to Elwood J. Robinson Adv., that city. Radio and newspapers as well as trade promotion campaign will be used.

DINA-MITE FOOD Co., Los Angeles (Red Label and Blue Label breakfast cereals), to Elwood J. Robinson Adv., that city, for test radio campaign.

VEST POK Inc., Lynn, Mass. (dry shaver) to Alfred J. Silberstein Inc., N. Y.

MRS. BAIRD'S BREAD Co., Dallas, to Tracy-Locke-Dawson, Dallas.

NEBRASKA ADV. COMMISSION, Lincoln, to Bozell & Jacobs, Omaha.

NUTRI-VAC Co., Milwaukee (food) to Guenther Bradford & Co., Chicago.

CHATHAM MFG. Co., Elkin, N. C., to M. H. Hackett Inc., N. Y.

GROVE LABS., St. Louis, to Russell M. Seeds Co., Chicago, for Pazo ointment.

BORDEN Co., Toronto (Klim), on Cockfield Brown & Co., Toronto.

PURE FOOD Co., Mamaroneck, N. Y. (bouillon, seasonings), to H. B. LeQuatte Inc., N. Y. Using radio and other media.

McKESSON & ROBBINS, Bridgeport, Conn. (drug products), to J. D. Tarcher & Co., N. Y.

Dr. Bradley Extends

DR. PRESTON BRADLEY, pastor of People's Church, Chicago, heard for many years in regular Sunday sermons on WJJD and currently sponsored by Evans Fur Co. on WGN in a series of five-weekly quarter-hour programs as commentator and book reviewer, on Jan. 19 expands his Sunday broadcast for 21 weeks to include four stations. Selected in addition to WJJD which will feed the program on direct lines are WLOL, Minneapolis; WXYZ, Detroit; WEMP, Milwaukee. Lord & Thomas, Chicago, as a courtesy to Dr. Bradley, arranged for station times and direct lines.

ROY G. TERRY, owner of KOCA, Kilgore, Tex., has applied to the FCC for a new 250-watt station on 1370 kc. in Tyler, Tex.

WLW ORGANIZES CONSUMER GROUP

Foundation Will Have Daily Program, Product Testing —Organization and Grant Seal of Approval—

NEW WLW Consumer's Foundation, described as the broadcasting industry's most elaborate contribution to America's consumer movement, was announced this week by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting.

The Foundation's operation will be threefold—a radio program six days a week to provide consumer news; a consumer organization, numbering up to 1,500 housewives, for product testing, and field work to harmonize the activities of consumer groups already existing in WLW's area.

Seals of Approval

Organization of the Foundation is being supervised by Robert E. Dunville, WLW sales manager. Marsha Wheeler is director of the Foundation, and commentator on its daily radio programs. She will be assisted on the program and with other detail work by Miss Ruth Englemeyer, of Elwood, Ind., who joins WLW Jan. 20. She is a home economics graduate from Indiana U.

The program, which is aired Monday through Saturdays at 8:45 a.m. will include information on new products; the daily trend of food and clothing markets in the Midwest, and news of assorted interest which is of importance to housewives.

Organization of the 1,500 product-testing homes will be handled by WLW's field staffs in the 14 key market cities, and by a rural representative.

Operation of the testing group will be simple. The housewives will receive unlabeled samples of the products to be tested. The samples, identified simply by A, B, C, etc., will be accompanied by questionnaires. An important phase of each questionnaire will be a statement of the advertising and claims printed on the label of each of the anonymous products, and the housewives will be asked whether the product lives up to them.

Products which pass the test successfully, Mr. Dunville said, will be given the right to use the WLW Consumers' Foundation seal of approval.

A period of about two months will be required to set up the testing group, he declared. Once established, it will test not only the products advertised on Miss Wheeler's program, but other products submitted by producers and manufacturers.

Though the testing setup will naturally require time, arrangements for the detailed commodity reports, which will feature the program, are virtually complete.

"The program will also report the consequences of the law of supply and demand," he added, "insofar as they benefit the housewife. Suppose Indianapolis gets an extra large supply of high grade potatoes. That means the price will drop. The fact that money can be saved by potato buyers in and around Indianapolis will be reported by Miss Wheeler at once."

New Products

The market trend will be supplemented with information on new products for the home. These will include appliances, gadgets, food and drug products, cosmetics and clothing. Reports on general trends of "specials" at food, drug and appliance stores, together with household hints and news of consumer activities, will round out the program.

Mr. Dunville emphasized that the testing done by the 1,500 housewives will not involve scientific analysis of the products, put practical tests in their own kitchens.

In her work as field representative for the Foundation, a part of Miss Englemeyer's work will be to contact already-existing consumer groups in various localities and arrange personal appearance for Miss Wheeler, who has been a member of the Crosley broadcasting interests since 1927.

Cost Studies

(*Continued from page 28*)

to measure the listening habits or the size of the listening audience in other markets in the area covered by the station. While all the previously described methods have made important coverage, they have failed to answer the advertiser's growing need for data by which he may apportion his broadcasting dollar to the cities and counties included in the coverage area of each of the stations over which he broadcasts commercial programs."

Turning to the purpose of the WLW cost allocation study, the WLW executive stated, "The purpose or object of this study was to determine the method by which the expenditures made by advertisers for purchase of time on WLW might be allocated to various trading areas, counties and important cities located within the primary coverage zone of the station. The investigation was not designed to establish any new claims with respect to the quantitative coverage of WLW's transmitter.

"Its purpose was rather to utilize coverage and listener intensity data already assembled and accepted by its advertisers, and from these data to determine the relative importance of the listening audience in different sections of the WLW coverage area. The percentage figures thus obtained then could be applied in apportioning a typical dollar's worth of purchased time on the station."

Breakdowns of Data

The 83-page WLW study includes a complete breakdown of WLW time cost by retail trading areas, as designated by the Rand McNally & Co. Trading Area Map for 1940, as edited by Dr. Harry R. Tosdal, of the Harvard U Graduate School of Business Administration. The study also is broken down into counties, cities and towns, covering an area of 3[illegible] counties in Ohio, Kentucky, Indiana, Michigan, West Virginia, Virginia and Tennessee. Four separate sets of cost figures are presented, covering morning broadcast period from 8:30 to 12 noon, afternoon periods from 12 noon to 6 p.m., an early evening period from 6 to 7 p.m., and the nighttime period, 7 to 10:30 p.m. Accompanying these cost figures are maps of 38 Rand McNally trading areas involved in the study, along with wholesale drug and grocery trading area maps data covering drug and grocery outlets and sales within the WLW area, farm and income statistics, and a detailed explanation of the survey method.

In presenting the results of this far-reaching survey, begun early in 1940, Dr. Mead pointed out that a satisfactory answer to the deficiency in radio cost allocation figures appears to have been reached in the study. He observed that the soundness of the formula was proved by the fact that each step of the complicated formula showed a high degree of correlation, although the system involved 300 650 coincidental telephone calls in five Midwestern States and 395,0[illegible] separate mail responses to four specific offers. The relationship between coincidental and mail response percentage for the four periods of the day ranged from .[illegible] to .700, according to Dr. Mead.

Terry Candy Starts

TERRY CANDY Co., Elizabeth, N. J., has started participating sponsorship of *Dear Imogene* on WOR, Newark, Tuesdays, 9-9:[illegible] p.m. for Terry Chocolate Covered Thin Mints. Spot announcements on about five additional stations are being contemplated by the sponsor. W. I. Tracy Inc., New York is the agency.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that *saved* this amount! Why not let this free cost analysis save money for *you?*

WIRE COLLECT:

For information about free telegraph cost analysis —wire collect: J. B. Pansera, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

Postal Telegraph

WOL

WASHINGTON'S 1st 24-HOUR STATION!

Affiliated with Mutual Broadcasting System

1000 WATTS

National Representatives

INTERNATIONAL RADIO SALES

WASH., D. C.

Agencies

WILLIAM HERRINGTON, for the last 4½ years director of research of Hackett-Sample-Hummert Inc., Chicago, on Jan. 16 joined Leo Burnett Co., Chicago agency, as director of the markets and research department. Before joining BSH Mr. Herrington was connected with the research department of J. Walter Thompson Adv. Corp., New York, for eight years. Robert Elrick, assistant to Mr. Herrington, succeeds him at BSH.

JAMES STANLEY, formerly associate of Cooley & Ullman Agency, Hollywood talent service, has joined Columbia Management of California Inc., that city, as assistant to Sam Armstrong.

LENNEN & MITCHELL Inc., after several months delay, has moved its Hollywood offices to 6253 Hollywood Blvd.; phone Granite 7181. Samuel C. Pierce is the newly appointed West Coast radio production manager.

MERRITT (Pete) BARNUM, Ruthrauff & Ryan Inc., New York, supervisor of radio, was in Hollywood during mid-January to check the NBC *Fibber McGee & Molly* and *Bernie Show* sponsored by Emerson Drug Co.

FELDMAN-BLUM Corp., Hollywood talent service, has established a new department, with William Dover in charge. Agency is seeking new and unknown talent. Those selected are placed under management contract with a guaranteed stated weekly stipend.

JOHN-HALL-MARX, Pacific Coast Division, to Sidney Garfinkel Advertising Agency, San Francisco.

THAINE B. MALLETT, formerly production manager of the *Desert Magazine*, has joined Associated Adv. Agency, Los Angeles, in a similar capacity. Agency has also added Jessie Beck to its secretarial staff.

CORNWELL JACKSON, in charge of the radio division of Berg-Allenberg Inc., Hollywood talent agency, has been appointed head of the literary department, succeeding Bill Dozier who has resigned effective Feb. 1.

A. K. SPENCER, manager of the radio production department of J. Walter Thompson Co., New York, is the father of a baby girl.

AAAA Convention May 1-3

1941 CONVENTION of the American Assn. of Advertising Agencies will be held May 1-3 at The Homestead, Hot Springs, Va. Sessions for members only are scheduled for May 1. On May 2 advertiser and media guests are invited to join agency men at the business sessions and at the annual dinner in the evening.

Form Cary-Ainsworth

R. H. CARY, for 12 years vice-president and account executive of Coolidge Adv. Co., Des Moines, and David Ainsworth, for the last three years with the same agency handling account contact copy and productions, have formed Cary-Ainsworth Inc., advertising agency, with offices at 908 Liberty Bldgs., that city. Henry Kroeger, who has been with the Coolidge Adv. Co. for 18 years, succeeds Mr. Cary.

THE LEO BOULETTE AGENCY has been opened in the First Morris Plan Bank Building, Springfield, O., by Leo Boulette, formerly sales manager of WIZE, same city, and one time with the WLS, Chicago, program department for two years. Agency will deal primarily with radio accounts.

PAUL A. WERNER, formerly vice-president of Briggs & Varley, New York, has joined the staff of Maxon Inc., New York, as account executive on the Benson & Hedges and Continental Briar Pipe Co. accounts.

G. W. FREEMAN, copy executive handling commercials for the *Esso Reporter* programs with Marschalk & Pratt, New York, has been appointed secretary of the agency, succeeding Arthur R. Anderson, who has been made a vice-president.

JIM SCHULLINGER, formerly of the CBS New York production department, has joined the Hollywood staff of Lord & Thomas, as assistant producer and assistant to Gene Duckwall, business manager.

HAROLD E. SEIDEL, formerly connected with the *Washington Post* local advertising department, on Jan. 13 joined Seidel Advertising Agency, Washington, as office manager and a member of the firm.

PAUL BROWN, formerly of Brown-Alexander Agency, Baltimore, has joined William A. Schautz Adv., New York.

DONALD BROWN, formerly of *Look* magazine, has been appointed art director of the Coolidge Adv. Co., Des Moines.

IRMA PATTISON, formerly economist with Massey-Harris Co., Toronto, farm implement manufacturer, has joined the executive staff of Canadian Facts Reg'd., Toronto research organization.

JOHN H. READ, for the last four years assistant manager of Shellane Bottled Gas Division of Shell Oil Co. in charge of advertising and sales promotion, has joined Mace Adv. Agency, Peoria, Ill., as account executive.

MID-WINTER Conference of the Pacific Advertising Clubs Assn. will be held in Oakland, Cal. Jan. 20 and 21. The PACA will hold its annual convention at Santa Barbara June 29 to July 3. Russell Palmer is convention chairman.

SUCCESS IN TEXAS

El Paso Festival, Promoted By Air, Draws Many

OFFICIALS of the Gateway Club, which is the El Paso County Board of Development, again turned to radio this year to promote the club's big project—the Sun Carnival, Parade and Bowl game—with gratifying results.

Last New Year's day marked the fourth time the parade was broadcast, the second time over an MBS network. The club bought a half-hour on an 11-station midwestern MBS network to describe the carnival and the parade. Stations carrying the feature, which was placed by Mithoff & White, El Paso, were WKRC, Cincinnati; WHK, Cleveland; WGN, Chicago; CKLW, Detroit; WIRE, Indianapolis; WLOL, Minneapolis; KWK, St. Louis; WHB, Kansas City; KFEL, Denver; KOIL, Omaha; KTSM, El Paso, an NBC affiliate, which originated the broadcast.

During the broadcast an offer was made to send a picture folder of parade floats and other information about the El Paso Sun Country to those writing. One week later 10,558 inquiries had been received by the club, coming from 17 States, and two provinces in Canada. Illinois led with 3,031.

CELEBRATING his sixth anniversary as m.c. of the *Make Believe Ballroom* program on KNEW, New York, Martin Block will hold his annual party Feb. 4 at the Hotel Ambassador, New York. The program will originate from the party.

Robinson, Neff Given Knox Reeves Promotions

BRAD ROBINSON, for the last two years manager of the Knox Reeves Adv. Inc., New York office, has been named commercial production manager of spot radio for the agency. Robinson will take over his new duties Jan. 15 with offices in Minneapolis.

Mr. Robinson

Mr. Neff

Russell Neff, for seven years with WXYZ, Detroit and since 1939 assistant to Lloyd Griffin, Knox Reeves radio director, has been named commercial production manager for network shows handled by the agency.

Marvels Add 7

STEPHANO BROTHERS, Philadelphia (cigarettes), has started a campaign on seven stations for Marvel cigarettes, supplementing spot programs already carried. The stations added, for news and spots primarily, are WBBM, Chicago; WEEI, Boston; WJR, Detroit; KMOX, St. Louis; WBT, Charlotte; KYW, Philadelphia; WCHV, Charlottesville, Va. Agency is Aitkin-Kynett, Philadelphia.

INS

All news sent by speediest teletype in order of importance. Thus, hottest news always first. A valuable time-saver for newscasters. That's INS.

INTERNATIONAL NEWS SERVICE

EL Paso

A "natural monopoly" $118,786,000 market is best reached by

KROD

the Southwest's newest station-the only

Columbia Outlet

serving the REAL SOUTHWEST

FEATURING THE 920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM

WRITE FOR 15 OUTSTANDING SUCCESS STORIES

920 KILOCYCLES Boston, Mass. 1000 WATTS

Network Accounts

All time EST unless otherwise indicated.

New Business

AMERICAN CHICLE Co., Long Island City, N. Y. (Beeman's gum), on Feb. 10 starts *Drama Behind the News* on 45 NBC-Blue stations, Mon., Wed., and Fri., 5:30-5:45 p.m. Agency: Badger & Browning & Hersey, N. Y.

WM. WRIGLEY Jr. Co. Toronto (chewing gum), on Jan. 27 starts *Treasure Trail* on CHSJ, St. John, N. B.; CHNS, Halifax, Mon., 9:30-10 p.m. (EDST) Agency: Tandy Adv. Agency, Toronto.

LEVER BROS., Toronto (Rinso), on Jan. 7 started *Time Is Money* on CKAC, Montreal; CHRC, Quebec, Tues., 8-8:30 p.m. (EDST) Agency: Ruthrauff & Ryan, N. Y.

MURPHY PAINT Co., Montreal, on Feb. 17 starts *Narvo Colour Game* on CFRB, Toronto; CKCO, Ottawa, Mon. 8:30-9 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto

SOILOFF MFG. Co., Glendale, Cal. (cleaning fluid), on Feb. 6 starts *Bob Garred Reporting* on 7 CBS Pacific stations, Thurs., 5:45-5:55 p.m. (PST), and Sat., 7:30-7:45 a.m. (PST). Agency: Hillman-Shane Adv. Agency, Los Angeles ,

Renewal Accounts

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream), on Jan. 28 renews *Battle of the Sexes* for 52 weeks on 58 NBC-Red stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

CUMMER PRODUCTS Co., Bedford, O. (Energine), on Jan. 22 renews for 52 weeks *Manhattan at Midnight* on 50 NBC-Blue stations, Wed., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

ALBERS BROS. MILLING Co., Seattle (flour, cereals), on Jan. 1 renewed for 52 weeks, *Voice of Experience*, on 14 NBC-Pacific Red stations, Mon., Wed., Fri., 9:30-9:45 a.m. (PST). Agency: Erwin, Wasey & Co., Seattle.

Radio Times of the BBC
"We Wouldn't Want Anything to Happen to That!"

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Feb. 14 renews for 13 weeks *Information Please* on 116 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

WM. WRIGLEY Jr. Co., Toronto (chewing gum), on Jan. 7 renewed *Treasure Trail* on 9 Prairie Region Canadian Broadcasting Corp. stations, Tues. 10-10:30 p.m. (EDST). Agency: Tandy Adv. Agency, Toronto.

GULF OIL Corp., Pittsburgh (motor oils), on Feb. 16 renews *Screen Guild Theatre* on 54 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 17 renews *Guy Lombardo's Orchestra* on 64 CBS stations, Mon., 10-10:30 p.m. Agency: Pedlar & Ryan, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Feb. 7 renews *Johnnie Presents* and adds 12 CBS stations making a total of 90 CBS station, Fri., 9-9:30 p.m. Agency: Biow Co., N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Jan. 28 renews for 52 weeks *Johnnie Presents* on 97 NBC-Red stations, Tues., 8-8:30 p.m. (rebroadcast, 11:30 p.m.-12 midnight). Agency: Biow Co., N. Y.

RADIO SALES EXECUTIVE

A LARGE IMPORTANT STATION WITH POWERFUL WATTAGE IS BEING ORGANIZED RIGHT NOW IN THE CITY OF NEW YORK.

THE MAN I AM SEEKING IS NOW EMPLOYED, PERHAPS THE HEAD OF SOME RADIO ORGANIZATION, WHO MAY BE INTERESTED IN A PROPOSITION THAT OFFERS GREATER SCOPE AND POSSIBILITIES.

I WANT A GOOD, SOUND, PRACTICAL MAN WHO HAS WON HIS SPURS IN SERVICE. I WANT NO DREAMER - NO THEORIST.

THE MAN I WANT IS YOUNG, HAS A RECORD OF ACHIEVEMENT BEHIND HIM AND HAD NO THOUGHT OF LEAVING HIS JOB UNTIL HE READ THIS ADVERTISEMENT.

ALL APPLICATIONS WILL BE HELD STRICTLY PERSONAL AND CONFIDENTIAL.

ARDE BULOVA, 630 FIFTH AVENUE, NEW YORK CITY

NAB Convention

(Continued from page 9)

manager of KMOX, is acting chairman of the convention committee. John J. Gillin Jr., district director, is expected to designate a formal convention committee in the near future.

The New Jefferson, recently modernized for convention purposes, was said to have adequate facilities to accommodate the NAB sessions. Under the direction of Arthur Stringer, NAB promotion director, a new arrangement for exhibits is being developed, with all displays to be segregated on one floor so far as possible.

Under new NAB rules, exhibitors must be associate members of the trade association to procure exhibit space or maintain headquarters in the hotel. A membership drive for associates has been launched by Mr. Arney, with dues ranging from $250 to $1,000 annually.

That 1932 Session

It has been nine years since the NAB has held its convention in St. Louis. Meeting there Nov. 13-16, 1932, the convention battled the copyright issue, along with a then-impending North American reallocation which never materialized. Both of these issues will come before the forthcoming session, since the North American reallocation talked about then is slated to become effective March 29.

The NAB board, at a meeting in New York Dec. 5-6, tentatively selected St. Louis for the convention but placed Chicago in second place and French Lick, Ind., third. When adequate hotel facilities were found available in St. Louis for the dates selected, the special convention committee closed arrangements.

WHEELING STEEL Corp., Wheeling, on Jan. 5 renewed *Musical Steelmakers* on 91 MBS stations, Sun., 5-5:30 p.m. Agency: Critchfield & Co., Chicago.

STERLING PRODUCTS, Windsor, Ont., (Phillips Milk of Magnesia and Ironized Yeast) on Jan. 10 renewed *Waltz Time* on 36 Canadian Broadcasting Corp. stations, and *Canadian Theatre of the Air* on 32 CBC stations, Fri. 10-11 p.m. (EDST); on Jan. 7 renewed *Secrets of Dr. Morhages* on 5 CBC French stations, Tues. 8-8:30 p.m. Agencies: Blackett-Sample-Hummert, Chicago, and Ruthrauff & Ryan, N. Y.

Network Changes

MILES LABORATORIES, Elkhart, Ind (Alka-Seltzer), on Jan. 17 shifts *Alec Templeton Time* on NBC-Red, Fri., 7:30-8 p.m., to New York for four weeks, then to Chicago for three weeks, and Hollywood for seven weeks. Agency: Wade Adv. Agency, Chicago.

STANDARD BRANDS, Toronto (Chase & Sanborn coffee), on Jan. 5, shifted *Charlie McCarthy* from CFCF, Montreal, to CBM, Montreal. Sun. 9-9:30 p.m. (EDST). Agency: J. Walter Thompson Co, Toronto.

Distance Record For Video Signa

IRE Sees Transmission Ov Circuit 190 Miles Long

TELEVISION over an all-wire cir cuit 190 miles long, said to set new distance record for publicl demonstrated video circuits, wa shown to engineers attending th 16th annual convention of the In stitute of Radio Engineers at th Hotel Pennsylvania, New Yor Jan. 9-11. Motion picture film were televised and the signa transmitted from the Bell Tel phone Laboratories in New Yor over the coaxial cable circuit t Philadelphia and back to the hote while other images were sent di rectly across town, about thre miles, from laboratory to hotel.

Observers, watching the scene reproduced on a special receiver tube, developed by Bell engineers from a distance of five or six fee were unable to distinguish betwee local and long-distance signals.

Microscope on Market

Both receiver tube and transmit ting equipment used in the demon stration were developed primarily as testing instruments for use i the Bell engineers' study of tele vision transmission, it was stated since their interest in television i primarily in being able to transmi programs from point to point i the same general way as they pro vide interconnecting facilities fo sound broadcasting.

In the opening paper of the three-day meeting James Hillier RCA, revealed details of a mor effective and simplified model of the RCA electron microscope. Less than half the size of the earlier model and costing less than half as much to build, the new microscope is bet ter adapted for general laboratory work and reveals even finer detail Mr. Hillier, co-developer of the new instrument under the direction of Dr. V. K. Zworykin, told the en gineers.

Two of the six sessions were de voted exclusively to papers on tele vision, presided over by O. B. Han son, NBC vice-president and chief engineer, and Dr. F. E. Terman head of the electrical engineering department of Stanford U and IRE president for 1941. The convention also witnessed demonstrations o direct pickups of colored televisio as developed by CBS engineers un der the direction of Dr. Peter C Goldmark [BROADCASTING, Jan. 1

At the convention banquet, pre sided over by Dr. Terman, Dr Alfred Norton Goldsmith receive the Institute medal of hono [BROADCASTING, Jan. 1]. Adolfo Cosentino, IRE vice-president an chief of radio communication o the Argentine government, ad dressed the audience from Buenos Aires over the recently inaugurate shortwave single-sideband radio telephone circuit of AT&T an IT&T. His remarks were also tran mitted by the NBC and CBS shor wave stations for the benefit o Latin American Listeners.

WBAL means business in Baltimore

Studio Notes

FIRST direct broadcast from a South American country to Canada was carried on the Canadian Broadcasting Corp. net on Jan. 4 and again on Jan. 9 when Ronald A. McEachern, Toronto Financial Post writer touring South America, spoke from Buenos Aires on highlights of his trip and trade opportunities for Canadians in South America. While other South American broadcasts have been heard in Canada as relayed features of U. S. networks, this marks the first time that a broadcast from there was directed exclusively for Canadian stations.

THROUGH arrangements made by the Canadian Broadcasting Corp. with NBC, CKCL, Toronto, will this year carry Red and Blue network sustaining programs, as well as commercials which have already started on the station.

AS AN aid to promoting the new "City Safety Campaign" of Springfield, Ill., WCBS, that city, is presenting a series of interviews with Dwight Teater, Springfield traffic lieutenant, following the evening newscast.

WNYC, New York municipal station, reports that Norman Cazden, pianist-composer, ranked first on the list for accompanist as a result of a Civil Service examination.

KLZ, Denver, has started a four-weekly five-minute *Legislature In Action* series summarizing legislative news from the 33d General Assembly, now in session. Up-to-the-minute legislative news, including introduction of major bills and comments on other phases of State government, is handled by Fred D. Fleming, KLZ news editor.

WEEI, Boston, beginning Jan. 13, will go on the air at 4:45 a.m., Monday through Saturday. Program will be built around five feature acts, mostly hillbilly and cowboy. Fifteen minutes will be devoted to each act.

KSTP, St. Paul, has made exclusive arrangements with the 101st Coast Artillery anti-aircraft brigade, a National Guard unit, to furnish portable recording equipment when the outfit, which has been inducted into Federal service, goes to the West Coast for training. Fifteen minute shows will be cut and sent back to the station for airing.

KTAR, Phoenix, through program director J. Howard Pyle, supplied entertainment for the annual meeting of the Arizona Newspapers Association, Jan. 12. The station's new 5,000 watt transmitter, which went into service, Jan. 1 was shown executives of the Arizona Publishing Co. week of Jan. 9. The group meet for its regular weekly session and were transported to the transmitter site by bus.

WBZ-WBZA, Boston-Springfield, has added a five-weekly quarter-hour of flower market reports to its agricultural program schedule. The new service for florists is presented through the cooperation of the directors of the Boston Flower Exchange and its dealers. The programs are under direction of Charles Eshbach, director of the New England Radio News Service.

ADRIAN JAMES FLANTER, former sales promotion manager of WOV, New York, has filed suit in New York Supreme Court against the station, charging breach of contract and unwarranted discharge. Mr. Flanter claims that he was hired for one year by WOV in a contract signed Jan. 12, 1940, and was discharged April 13, 1940. Suit was revealed through the application to examine before trial Harold A. Lafount, vice-president of the station, and Hyla Kiczales, general manager.

TEA FOR TEA was observed recently at KOY, Phoenix, Ariz., when the CBS *Helen Hayes Theatre*, sponsored by Lipton's Tea, started on the station. Invited to the inaugural program and a "dramatic tea" in the KOY studios were these Arizona drama personages.

BMI-ASCAP situation resulted in a change for the better in the sign-off signature of WPEN, Philadelphia. The station had been using "God Bless America" until the first of the year, when it switched to the "Star Spangled Banner." Since then, several hundred letters from listeners were received commending the station on using the national anthem as the signoff, saying that it was more in keeping with the spirit of patriotism than the popular song.

RAYMOND GRAM SWING, MBS news analyst, starting Jan. 16, dropped his Thursday evening broadcasts to give him time to handle a new newspaper assignment, a weekly 1,000-word "American Commentary" for the *London Sunday Express*. He will continue to be heard Mondays, Tuesdays, Wednesdays and Fridays at 10 p.m. on WOR, Newark, and MBS, including his sponsorship by White Owl Cigars on Mondays and Fridays. The Thursday spot will be taken over by Harold M. Fleming, *Wall Street Journal* correspondent, with his *Profit & Loss* feature analyzing current business and economic trends for the layman.

KVOO, Tulsa, Employees Credit Union voted a 6% dividend to all stockholders at an annual meeting Jan. 7. Elected to the board of directors were Hugh Carpenter, Ruth Dickens and Bud Jackson, incumbents, and Gustav Brandborg. Bill Brooks and Juanita Mitchell were elected to supervisory committee.

WCKY, Cincinnati, is airing a series of six programs titled *Of Civic Interest*. Programs will present outstanding citizens and public officials including Mayor James G. Stewart who will outline accomplishments of the municipal government in 1940 and discuss improvements for 1941.

WBNX, New York, with its office staff 25% larger than last year, is currently expanding its office space to double the space occupied last year, alterations to be completed by Feb. 1.

WDRC, Hartford, has appointed a legislative correspondent to handle a special series of news reports on the session of the Connecticut General Assembly, which extends to June. The reports will be incorporated into the 11 p.m. Esso news.

ROBERT GREGORY and "Stretch" Miller, announcers of WCBS, Springfield, Ill., were chosen to supply the voices for the newsreels covering the ceremonies in connection with the inauguration of Dwight H. Green as governor of Illinois, at Springfield, on January 13.

JOHN D. FITZGERALD, formerly CBS director of special events and sports, on Jan. 15 joined the National Assn. of Mfgrs., New York, as chief of the radio division.

WKRC NAMES BOARD

Women's Group to Serve as Program Advisor

WKRC, Cincinnati, on Jan. 24 will be host to more than 100 local club women, members of the newly organized WKRC Board of Listener Control. Meetings are to be held regularly the last Friday of each month in the Grill Room of Hotel Alms, where General Manager Hulbert Taft Jr., Sales Manager Herman E. Fast and Brad Simpson, WKRC program and production chief, will submit to the board the programs planned for future broadcasts.

New ideas and problems in building programs are to be presented to the group regularly for discussion and criticism. "Through the cooperation of these representative Cincinnatians, WKRC hopes to better its programs and present to the listening audience the type of air material which has the acceptance and sponsorship of this listeners' group," station officials commented.

New AFM Contract Soon

NEGOTIATIONS between the network key stations in New York and Local 802 of the American Federation of Musicians, for a new contract to succeed the one expiring Jan. 15, are "progressing nicely," according to network executives, who expect the new contracts to be completed and signed within the week. Contracts for Chicago stations with the AFM local there, whose president is James C. Petrillo, also national president of the union, were renewed along the former lines with little difficulty, it was reported.

Guild Is Critical Of NAB's Claims

Griffin Urges Full Penalty For Copyright Violations

IN AN open letter to Neville Millar, NAB president, answering that of the NAB addressed to author and composer members of ASCAP, Gerald Griffin, president, Songwriters Guild of America, rejects the NAB position as "being insincere and not for the best interests of the American authors and composers." Specifically, the SGA epistle deals with the NAB reference to infringement suits which might be raised by an "unconscious or unintentional slip".

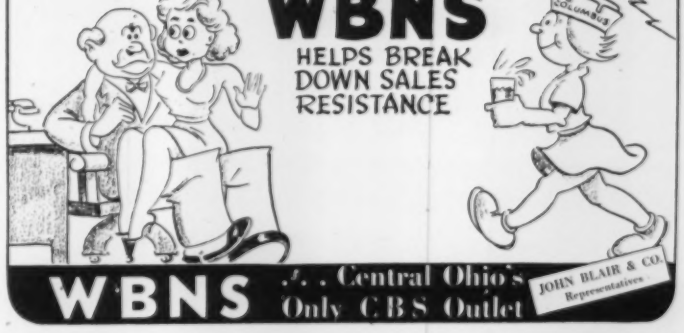
Explaining that the checking system used by broadcasters requires all musical numbers to be filed in advance, the letter states: "Such a thing could not happen. Any playing of music controlled by ASCAP or anyone else is deliberate, and if done so without permission 'the penalties of the copyright law' should be called down on your heads."

Stating that "over two years ago . . . we were approached by a songwriter who . . . made many proposals regarding signing the group to write songs [and who] later confided to me he came as a representative of radio interests", the letter continues, "Your plan to set up BMI was no sudden action. It was arrived at years ago with a veiw to monopolizing the music business as a whole. Then, when or if ASCAP were defeated, the writers would have been hopelessly in the grip of a huge combine. . . . There would be no 'open market'. The writer would be forced to take whatever you offered and if he did not do so would have no other alternative but to starve."

Mr. Griffin, who is a writer for the *New York Enquirer* and a composer member of ASCAP, told BROADCASTING that the SGA is about five years old and is chiefly a social organization.

Tom Morris Joins KMBC

H. O. (Tom) MORRIS, Jr., formerly of the sales and production staff of KTUL, Tulsa, Jan. 13 joined the sales department of KMBC, according to Sam H. Bennett, KMBC director of sales. A former resident of Kansas City, Mr. Morris in 1937 joined the United Press in San Antonio. A year later he joined NEA Service, Inc., Cleveland, as assistant promotion manager. He entered radio in 1939 with KGKO, Fort Worth, and the following year took over sales and production duties with KTUL.



Ormandy Winner In ASCAP Feud

Will Play Own Arrangement Of Selection by Handel

CAPITULATING to a demand by Eugene Ormandy, conductor of the Philadelphia Symphony, ASCAP has given WIP, Philadelphia, and MBS permission to broadcast Mr. Ormandy's arrangement of Handel's *Water Music*, "without fear of any reprisals", on the Jan. 17 concert of the orchestra.

The action, taken by John G. Paine, general manager of ASCAP, forestalled first serious dispute with a symphony in the current music war. ASCAP had contended, when the program was originally announced the week previous, that Mr. Ormandy was a member of the Society and that his compositions are thus subject to regulations of the Society.

Not a Member

However, Mr. Ormandy heatedly replied that he was not an ASCAP member, refusing membership last month in view of the ASCAP-BMI situation after being originally turned down two years ago. Harl McDonald, manager of the orchestra and a member of ASCAP, supported the conductor, who was determined to broadcast his composition and hoped "the radio stations will have the courage to go along with me."

MBS had notified the orchestra association that it would not broadcast the disputed composition unless explicit permission was granted by ASCAP. That permission was forthcoming in a letter, addressed Jan. 13, to Benedict Gimbel Jr., president of WIP, which originates the program for MBS. The letter, from Mr. Paine, stated:

"We have been asked by Mr. Harl McDonald, manager of the Philadelphia Orchestra Association, to write to you confirming the license granted to his organization to use Mr. Ormandy's arrangement of *Water Music*.

"Therefore, you may consider this letter special permission from the American Society to broadcast the above arrangement over Station WIP and to feed the composition to the network on Jan. 17 without fear of any reprisals".

The Philadelphia Orchestra's weekly concerts from the Academy of Music are carried on an MBS network of 125 stations in this country and 10 in Canada, and also are shortwaved to South America.

THEY LIKE US!

Our listeners are our friends. They respond to our service with whole-hearted loyalty to our advertisers. Meet them on—

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

PREMIUMS ON DISPLAY AT WOW

Station Exhibits All Sorts of Awards and Keeps A Close Check on Offers Made by Sponsors

General Manager John J. Gillin Jr. at Display

WOW, Omaha, has on display in its reception room two large showcases exhibiting 81 premiums offered during the last six or eight months. Included are everything from Bibles to saucepans, and cameras to house dresses.

The display was arranged by Promotion Manager Howard O. Peterson, so WOW clients and listeners could examine the items offered on WOW programs. Peterson began to assemble the sample premiums about eight months ago. Every client on the station, either network, regional, or local, was requested to send a sample of each new offer.

"It has been the policy of WOW to keep in close touch with premium offers and results," says Mr. Peterson. "Every seed offer made on WOW in the past year has been tested by actual planting under ordinary conditions.

All Types of Gadgets

"In the past several months the only complaints received on WOW premium offers were on delivery. Frequently advertisers did not foresee the heavy demands, and consequently were delayed in making delivery of the premiums to the listeners".

The individual premium of greatest intrinsic value, in the collection, was an oil pump which one sponsor gave free with the purchase of 30 gallons of lubricating oil. The vast majority of offers required listeners to send 10c or less. The greatest amount asked in this collection was 50c. One sponsor required a label and 50c for a pair of women's hosiery; another asked 50c plus one label for a five-piece Cannon breakfast set; and still another offered a patriotic house dress for a cake flour label and 50c.

Most frequently used premium in the collection was teaspoons. Five different sponsors used silverplated teaspoons, each one requiring a label and 10c for each teaspoon. There were three silverplated pastry knives offered.

Another popular premium was costume jewelry of various types. Included were a photo locket, bracelets, brooches, pearls, and similar items. In the kitchen classification were pie tins, aluminum pans, many recipe books, several kitchen knives, three cooking thermometers, a food chopper, and several polishing cloths.

Under household goods were offers of dishes, glassware, ornamental pieces, dictionaries, salt and pepper shakers, brushes, small lamps, and crockeryware. The juvenile premiums included cameras, games, handkerchiefs, and many cut-out books.

There were bath salts, face powders, cold cream, soap, perfume, and other product samples in the cosmetics classification. Under miscellaneous Mr. Peterson classified several seed and bulb offers, hair brushes, pocketbooks, lead pencils, American Flags, scissors, and booklets of various types.

Peterson said that local clients and agency executives showed great interest in the premium display. He said that WOW might retain one showcase, and attempt to keep a continuous display of current premium offers. The display includes 22 premiums offered on WOW during the week of Jan. 5.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC

Representatives

ED. G. CHOWN, sales executive of the Toronto office of All-Canada Radio Facilities, and formerly of CJCA, Edmonton, has been called to active duty as a lieutenant in the Royal Canadian Naval Volunteer Reserve.

PAUL S. WILSON, formerly of the Chicago office of Radio Sales, has joined the New York office of Joseph Hershey McGillvra, station representative.

WGAC, Augusta, Ga., has appointed Headley-Reed Co. as its national representative under a three-year contract.

HUGH MALLORY has joined the Toronto office of Joseph Hershey McGillvra. He comes from the research department of J. Walter Thompson Co., Toronto.

H. A. LETHBRIDGE, manager of CKLN, Nelson B. C., reports that his station has terminated its representation arrangement with All-Canada Radio Facilities Ltd.

Beattie to All-Canada

REG BEATTIE, manager of the Toronto office of Northern Broadcasting & Publishing Co. has resigned to take over on Jan. 15 the position of sales executive in the Toronto office of All-Canada Radio Facilities. He was formerly with the *Timmins Daily Press*, and has been stationed in Toronto since Jan. 1, 1940. His place is being taken by Jerry Tomkin, commercial manager of CJKL, Kirkland Lake, Ont.

Campbell in Canada

CAMPBELL SOUP Co., Toronto, on Jan. 20 starts *Amos 'n' Andy* five times weekly on transcriptions on CHNS, Halifax; CHSJ, St. John, N. B.; CKSO, Sudbury, Ont.; CKPR, Fort William, Ont.; CKCK, Regina, Sask.; CJCA, Edmonton, Alta.; CFCN, Calgary, Alta. The sponsor plans to add more stations shortly. Account was placed by Cockfield Brown & Co., Toronto.

WITH the program of Jan. 17, 9-9:30 p.m. on NBC-Blue, *Gang Busters* celebrated its fifth anniversary on the air with the annual announcement of its 1941 Roll of Public Enemies. Show is sponsored by Dr. Earl S. Sloan, New York, for Sloan's Liniment. Agency is Warwick & Legler, New York.

ORATORICAL brilliance of Buddy Darezzo, 16, Oakland high school student, prompted the local Charis Corset Shop (women's foundation garments) to feature the youth on a weekly news commentary. Account, placed direct, is for 52 weeks.

KOIL for the **OMAHA MARKET** ...and for the rest of **NEBRASKA**

KFAB

*Plus additional coverage in neighboring states

Represented nationally by EDWARD PETRY & CO., INC.

Magazine Covers Broadcast Field

Psychological Journal Offers 21 Articles on Industry

DEVOTED to radio, the December, 1940, issue of *The Journal of Applied Psychology* carried 21 separate articles on the tested means of measuring radio's power as entertainer, educator and salesman. Dr. Paul F. Lazarsfeld, director of the Columbia U Office of Radio Research, was guest editor of the special radio issue, designed to correlate data gathered on the commercial effects of radio and to present information on survey technique.

Sales Checks

Of the papers discussing the methods used to check the sales-impact of radio, one by Dr. Frank M. Stanton, CBS research director, presents "a two-way check on the sales influence of a specific radio program". Sales of a product in two cities, virtually identical as to size and amount of retail trade, were analyzed before and after the start of the program. In one market, the product was radio-advertised and not in the other. Before radio, the sales were the same in each market, while after the program began, sales in the "radio market" were 88% ahead of sales in the "non-radio city."

Approaching the problem in another way, Dr. Stanton studied family purchases of the product among "listeners" and "non-listeners" in the radio market, finding that the product ran 81% ahead of its competitor among "listening families", while among the other group there was only a 7% differential in favor of the product under study. Reports further showed the sponsor's brand outdistanced its closest competitor 236% among "regular listeners" to the program, but ran only 59% in advance among "occasional listeners", proving that "frequency of listening exerts a potent effect upon the buying habits of families", according to Dr. Stanton.

A number of the papers in the issue report for the first time experimental studies with the new radio program testing device known as the Lazarsfeld-Stanton Program Analyzer. The instrument is adaptable, to test listener reaction not only for radio but also for motion pictures, stage and television.

Listeners hold a button in each hand, and as the program progresses, they press one or the other of the buttons, according to whether they like or dislike the specific part of the program. Each response is recorded on a constant-speed moving tape, which is synchronized with a play-back mechanism so researchers can identify exactly the parts of the program to which the listeners referred.

An analysis of an NBC sustaining program, *Public Affairs Weekly*, by means of the analyzer is the subject if one paper by Jack N. Peterman of the Columbia U Office of Radio Research. Results showed that the persons tested preferred the single narrator reporting the historical events to the dramatization of mass scenes when the listeners seem to become somewhat confused.

Value of the program analyzer is thus being proven and, according to Mr. Peterman, the analyzer, "by isolating and evaluating the factors that were operative in determining the reactions to specific program items, has given an objective answer to the question: What is it about this particular program that was liked or disliked, and why?"

Family Angle

Among the technical papers included in the radio issue of the *Journal* is one by Dr. Lazarsfeld on the technique of quizzing the public on the relative popularity of network stations. The paper compares the advantages and disadvantages of asking the question "Which station do you and your family listen to regularly?" in direct personal interviews or in mailed questionnaires. The data which he reports seems to indicate that what a single family member claims the family listens to is, on the average, corroborated by the rest of the family members if they are asked about it directly.

SCOOP FROM SHIP

WJNO Has Fine Special Event At Nearby Grounding

GROUNDING of the luxury liner *Manhattan* Jan. 12 five miles north of Palm Beach, Fla., gave WJNO, West Palm Beach, a made-to-order special event. After the 24,000-ton liner, with about 750 passengers and crew aboard, had grounded at 9:15 p.m., WJNO chartered a boat and at midnight was carrying an eye-witness description followed by studio interviews.

The WJNO staff stayed on the job during the night, transcribing shortwave descriptions of salvage work which were broadcast at 8:30 a.m. The following day three more broadcasts were originated from the scene, the last covering transfer of passengers to Coast Guard life boats and their comments, among them Mrs. Thomas Meighan, widow of the late movie star, who was anxious to contact her sister, Blanche Ring, former movie actress. Further descriptive broadcasts were recorded on succeeding days as salvage work continued. The pickups were supervised by Manager Steve Willis and Chief Engineer Johnny Moore.

L. B. and Penner

JOE PENNER, radio and stage comedian who died Jan. 11 of a heart attack, was started on the big-time road by L. B. Wilson, owner of WCKY, Cincinnati. In 1926 Penner was appearing in burlesque in Cincinnati. Morris Green, Greenwich Village Follies producer, wired his friend L. B., not then in radio but owner of a theatre chain, to take a look at Penner and sign him if good enough for the Follies. L. B. saw the show, went backstage, found Penner was making $45 per week, and signed him at $250. Joe was overjoyed. He promptly went to New York and soon became a star.

NAPA Sues Ballroom

NATIONAL Assn. of Performing Artists has filed a suit in the New York State Supreme Court to restrain the use by a Harlem dance hall of records made by NAPA members. Filed Jan. 2 by James J. Walker as president of NAPA against Robert L. Douglas, doing business as the Renaissance Ballroom, the suit asks for $50,000 damages, an accounting of profits and an injunction. While the case has no immediate radio application, a favorable decision would undoubtedly be used by NAPA as precedent in its fight to control the broadcasting of records made by its members.

FTC Stipulations

WHITE KING SOAP Co., Los Angeles, has been ordered by the Federal Trade Commission to stop alleged misrepresentations in advertising for White King Granulated Soap and White King Toilet Soap, according to a Jan. 17 FTC announcement. The FTC also has received stipulations from Lydia E. Pinkham Medicine Co., Lynn, Mass., and Carnation Co., Milwaukee and Seattle, agreeing to stop certain representations for Lydia E. Pinkham's Vegetable Compound and Tablets and Carnation Irradiated Evaporated Milk, respectively.

A. M. BURTON president of Life & Casualty Insurance Co. of Nashville, has applied to the FCC for authority to erect a new 1,000-watt station on 1380 kc. in Nashville.

When you see the Above Coat of Arms You Think of Nova Scotia

When You Think of Nova Scotia You Must Think of

CHNS

The Key Station of the Maritimes at Halifax

Rep: WEED & CO.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

CLARK for QUALITY in ELECTRICAL TRANSCRIPTION PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark Phonograph Record Co.

Newark, N.J.

216 High St. Humboldt 2-0880

Chicago, Illinois

221 N. La Salle St. Central 5275

NBC to Enlarge Chicago Quarters

New Studios and Offices to Be Ready in Early April

FURTHER EVIDENCE of the constant growth of Chicago as a broadcasting center was given Jan. 16 in announcement by Harry C. Kopf, general manager of the NBC Central Division, that three new studios and eight new offices will be added to NBC's headquarters in the Merchandise Mart, Chicago. Plans for the new facilities as well as for improvement in existing ones already have been drawn up by Howard C. Luttgens, Central Division engineer. Work will start at once so the studios and offices will be ready in early April.

The new facilities will be located in the southeast wing of the 19th floor of the Mart. The three studios will measure approximately 20 x 30 feet each and the offices to be constructed will provide new quarters for the radio recording division, program traffic, communications, night manager, and musical director. All will be air-conditioned.

Visible Recording

Recording facilities will be greatly expanded, according to Mr. Kopf. Four additional recording channels will be installed, doubling present facilities. Three recorders for reference file recording purposes also will be installed. All of the disc recording facilities will be housed in studios located on the 20th floor. These studios will be equipped with observation windows so visitors can watch actual recording operations during public tours.

The plans also call for complete renovation and redecorating of Studio A, largest of NBC Chicago studios. A new 275-ton centralized refrigeration machine to take care of all air-conditioning requirements for the NBC plant will be installed.

NAB October Data

SECOND of the monthly Broadcast Advertising Unit Reports of the NAB, covering time sales in October, was issued Jan. 17. First report, covering September, was issued Dec. 6 [BROADCASTING, Dec. 15]. Direct comparison for the months is not possible, it is stated, since the sample for the two months is not constant. The data are based on reports from 200 stations and the nationwide networks.

It's a
Stowe-A-Gram
Production!
SCRIPTS
★ "The GASLIGHT THEATRE"!
Hit shows of the Gay Nineties modernized!
Half hours proven on a score of stations—
100 watts to 50 kw!!
Write for Rights!
RADIO SINCE 1924
Arthur W. Stowe
P.O. BOX 151
CANOGA PARK, CALIFORNIA

Mayflower Denied CP, WAAB Renewed; FCC Condemns Political Partisanship

INCORPORATING in its decision a reprimand for past practices revealing "a serious misconception" of the station's duties and functions under the law, the FCC on Jan. 16 renewed the license of WAAB, Boston, held by Yankee Network. The Commission denied the application of Mayflower Broadcasting Corp. for a new Boston station to take over WAAB's facilities, on grounds that the applicant was not financially qualified and had made misrepresentations of fact in its application. WAAB, Boston key of the Colonial Network, operates on 1410 kc., 500 watts night and 1,000 watts day.

The renewal grant by the FCC climaxed proceedings which started in November, 1939, with a hearing in Boston on the Yankee renewal application and the Mayflower application for a new station. On May 31, 1940, the FCC issued proposed findings denying the Mayflower application and granting that of Yankee. Oral arguments were held July 25 and Sept. 26, 1940.

Ownership Policy Pending

Although the WAAB renewal grant was made without consideration of the matter, the dual ownership question was noted by the FCC in its decision, apparently presaging formulation of "a general policy" for general application. Recognizing that Yankee Network also is licensee of a second regional station in Boston, WNAC, and the argument that the WAAB renewal application should be denied for that reason, the FCC stated: "This argument raises a serious and troublesome question of policy to which the Commission has given considerable attention and which is presently under consideration in connection with the Commission's investigation into chain broadcasting. The question is peculiarly one which cannot be effectively and fairly dealt with by singling out individual instances for treatment.

"It should be understood, therefore, that the grant of these applications of Yankee Network for renewal is without consideration of the question of dual ownership. The Commission will reserve its decision on that point until such time as it is prepared to consider a more general policy for application on a country-wide basis."

Editorials Condemned

Reprimanding WAAB for broadcasting "so-called editorials urging the election of various candidates for political office or supporting one side or another of various questions in public controversy" from time to time during 1937 and 1938, the FCC indicated that the facts developed in the record would be considered "should any future occasion arise to examine into the conduct of this licensee".

"Under the American system of broadcasting it is clear that responsibility for the conduct of a broadcast must rest initially with the broadcasters," the FCC declared. "It is equally clear that with the limitations in frequencies inherent in the nature of radio, the public interest can never be served by a dedication of any broadcast facility to the support of his own partisan ends. Radio can serve as an instrument of democracy only when devoted to the communication of information and the exchange of ideas fairly and objectively presented. A truly free radio cannot be used to advocate the causes of the licensee. It cannot be used to support the candidacies of his friends. It cannot be devoted to the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate."

Radio to Promote War Relief Drive

A GIGANTIC two-hour international broadcast, to emanate from Hollywood with pickups from London and Athens, is being arranged for Feb. 8 to aid the $10,000,000 Greek and Allied War Relief Campaign. Program, titled *America Calling*, will be broadcast over NBC and probably CBS, Saturday, 8-10 p.m. (PST), and shortwaved to South America and Europe. Broadcast has been sanctioned by the newly formed Hollywood radio-film committee of the Motion Picture Permanent Charities Committee, organized to regulate performances for worthy charity causes.

Announcement of the program was made following a conference between Donald W. Thornburgh, CBS Pacific Coast vice-president and chairman of the radio committee, and Samuel Goldwyn, film producer and head of MPPCC. Other radio committee members are Lewis Allen Weiss, vice-president and manager of Don Lee Broadcasting System; Don E. Gilman, NBC western division vice-president; Cal Smith, KFAC manager; Harry Maizlish, KFWB manager.

Louis K. Sidney, MGM producer, and formerly radio director of that film studio, will produce the program, with Maizlish and Al Kaye acting as aides. Rufus LeMaire is chairman of the talent arrngements committee with Marcella Napp assisting. Nat Finston is music committee chariman. Herbert Stothart, George Stoll and Meredith Willson will be musical conductors, with Max Terr directing a chorus of 35 voices. Many Hollywood radio and film stars have already volunteered for the program, with Jack Benny and Bob Hope set to share m.c. honors. This is the first "sanctioned" broadcast to be authorized by the newly-formed Hollywood radio-film committee.

IRVING CAESAR, president of the Songwriters' Protective Assn., and conductor of the program *Sing a Song of Safety*, formerly on WOR, Newark, on Jan. 12 started a Sunday noon program on WNYC, New York's municipal station. Poems and lyrics teaching safety are contributed by listeners and "safety" classes in the city schools.

JAMES F. HOPKINS, chief owner if WJBK, Detroit, has applied to the FCC for a new 1,000-watt station on 1560 kc., conditional upon the Havana Treaty, to be located in Ann Arbor, Mich., home of the U of Michigan.

DOROTHY THOMPSON, New York columnist and MBS commentator, was chosen as one of the 10 outstanding women of 1940 by Durward Howes, Los Angeles editor of the biographical dictionary, *American Women*, in his fifth annual selection.

SPANISH edition of *Reader's Digest* is promoted on WGEO, General Electric shortwave station in Schenectady. The series is heard Mondays at 7:30 p. m. on 31.48 meters, beamed on Buenos Aires, Argentina. Here are three *Digest* executives watching Vicente Tova of the station's Spanish language staff. They are (l to r) Hersche Brickel, Gordon Carroll and Barclay Acheson. The program consists of reading or dramatization of *Digest* articles.

NAB 6TH DISTRICT HOLDS CONVENTION

THE music situation, discussed by Carl Haverlin, BMI public relations director, and others was the the principal topic coming before the annual meeting of the NAB 6th District, held Jan. 13 at Nashville in the WSM auditorium studio. With Edwin W. Craig, head of WSM and 6th District NAB director, presiding, speakers included E. M. Kirby, NAB public relations director, and Cy Langlois, of Lang-Worth Features Inc. About 90% of the 6th District stations have subscribed to BMI, it was revealed at the meeting. Others attending the meeting included:

Fred Buff, WDEF, Chattanooga; J. T. Ward, F. C. Sowell, WLAC, Nashville; Jack M. Draughon, Louis R. Draughon, WSIX, Nashville; S. A. Cisler, Charles Lee Harris, WGRC, Louisville; Fred Ohl, KWKH-KTBS, Shreveport; Hugh O. Potter, WOMI, Owensboro; Earlee Winger, Carter Parham, WDOD, Chattanooga; E. A. Alburty, WHBQ, Memphis; Bill Reeves, M. L. Medley, WHUB, Cookeville; G. E. Zimmerman, KARK, Little Rock; Hugh M. Smith, WAML, Laurel, Miss; Rayburn R. Ross, WLBJ, Bowling Green; Joe Van Sandt, WMSD, Sheffield; Jimmie Barry, KFPW, Fort Smith, Ark.; J. R. Pepper, WJPR, Greenville, Miss.; F. A. Cavey, W. H. Summerville, Henry Dupre, WWL, New Orleans; Jess Swicegood, WKPT, Kingsport, Tenn.; L. M. Sepaugh, WSLI, Jackson; Henry Frick, M. E. Butterfield, WJHL, Johnson City, Tenn.; J. C. Liner, J. C. Liner Jr., KMLB, Monroe, La.; Hoyt B. Wooten, WREC, Memphis; Thomas J. Severin WSGN, Birmingham; S. E. Adcock, WROL, Knoxville; Bob McRaney, WCBI, Columbus, Miss.; John Cleghorn, H. W. Slavick, WMC, Memphis; Harry Stone, WSM, Nashville; James G. Hanrahan, WMPS, Memphis.

WPEN Philadelphia, last week presented a special program for British and Greek aid. The orchestral accompaniment was provided by 12 Italian musicians.

Study in Contrast: BMI Boom vs. ASCAP Fiasco---*An Editorial*

IT WAS JUST three short weeks back that ASCAP predicted that radio was hell-bent for homicide because it wouldn't have ASCAP music to perform. Today people still eat, sleep and listen,—and to them it's "radio as usual".

The only difference we can detect is that BMI is enjoying a going concern status, and is doing even better than was expected. ASCAP's attempted propaganda assault upon radio is a sad and total fiasco.

We do not contend that the battle is entirely won. There is still a score to be settled with Uncle Sam about BMI's legal status. But even that appears to be well on the road to amicable adjustment via the consent decree route. Broadcasters feel that the Government's intervention is not justified, based on the facts, but in the interest of harmony, they are willing to negotiate a conditional decree that will overcome Assistant Attorney General Thurman Arnold's objections to BMI's modus operandi.

One thing is definitely assured. There will be competition in Tin Pan Alley henceforth. Broadcast stations, hotels, restaurants and other users of music will not have to knuckle down to a dictatorial ASCAP. They can acquire a music license elsewhere, thanks to the creation of BMI. Signing of the consent decree by BMI means only that it will reorganize its basic structure when it becomes necessary to do so. That will be *after* ASCAP either capitulates to a stringent decree, which will mean a drastic reorganization of its present structure, or is forced to reform after adjudication of criminal action contemplated by the Department of Justice. If, perchance, ASCAP should win in court, then BMI's status would remain unchanged.

Perhaps if broadcasters had it to do over again, BMI would be organized on a different basis. But it certainly is in an admirable position to stipulate with the Government on an ultimate reorganization, providing for reorganization at the source, without losing ground in its fight to inject competition into music.

Even the most optimistic in the industry did not expect the public reaction to ASCAP-less performance to be so encouraging. Most listeners haven't even detected any change. Many others like the ingnuity displayd by arrangers for radio in revising old tunes in new dress. The minority that misses ASCAP's repetoire isn't sufficiently articulate to prove disturbing.

The quality of BMI's music is improving with time. There is a corresponding decline in the popularity of ASCAP's catalogs. And unless there is radio performance before long, many of ASCAP's current popular tunes will be relegated to limbo. ASCAP has been in business about 36 years. BMI isn't that many days old. We think it is doing very nicely for its age.

PRESS INDIFFERENT

Few Papers Showing Interest In Music Dispute

PRESS interest in the ASCAP-BMI controversy is "simmering down and volume of comment is small", according to the Weekly Analysis of Newspaper Opinion prepared by the James S. Twohey Associates of Washington from American daily newspapers for the week ended Jan. 11. Reporting on the second week of non-performance of ASCAP by most stations, the analysis showed that division of attitudes held at approximately the same level as the preceding week, with the great majority taking a noncommittal stand as to which side is right and most of the remaining comment tending to support the radio position.

The Jan. 4 survey showed that 70% of the press took a noncommittal attitude, while 23% were pro-radio and 4% pro-ASCAP. During the preceding week the press stood 62% noncommittal, 19% favoring ASCAP and 19% against ASCAP. The Jan. 4 breakdown also showed more press comment on the music situation than on the "incendiary bombing of London, and German troop movements."

ASCAP Asks Governor For California Action; Students Burn Radios

DIRECT appeal to Gov. Culbert Olson of California has been made by John Paine, general manager of ASCAP, for intervention in its fight to restore State and college songs to the networks. In a letter to Gov. Olson, he lists California songs eliminated from the air.

A Hollywood committee consisting of L. Wolfe Gilbert and Jimmy McHugh, was delegated to see Gov. Olson in Sacramento Jan. 21 and urge legislation, if necessary, to get around the broadcasters restriction on performing ASCAP songs.

Conflicting are versions of the burning of some 125 sets on the U of California at Los Angeles campus on the night of Jan. 13, in a protest against banning of college songs from the air. Hollywood radio executives claim the stunt, preceded by a parade of students along fraternity row, was conceived by ASCAP as ballyhoo in hopes of crashing Los Angeles newspapers and wire services.

Hollywood ASCAP members declare they had nothing to do with the incident, contending that it was inspired solely by students "in protest at the yanking of their school songs from the airlanes". ASCAP spokesmen also take issue with radio's claim that they bought the decrepit sets in downtown Los Angeles stores, and had them carted to the University campus for the ceremony. University officials are reported to have apologized to radio executives for the stunt, saying that a small group of students had been duped by ASCAP.

JACOB W. GREENBERG, New York publisher planning to issue a book of 100 non-royalty radio plays this spring, has invited all writers of original quarter-hour or half-hour radio scripts to submit their work to the firm's play editor, 67 W. 44th St., New York.

SOCIETY of European Stage Authors and Composers Corp., New York, has officially changed its name to SESAC Inc., following the filing of all necessary papers with the Secretary of State in Albany, N. Y.

BMI Accord Seen

(*Continued from page 9*)

adjustment of network compensation to cover music costs. The industry repeatedly has gone on record as favoring clearance at the source. The major networks, CBS particularly, have held such a procedure is unduly cumbersome and will require almost horizontal renegotiation of affiliation contracts.

Under the clearance-at-the-source method, long espoused by the industry group headed by Ed Craney, Montana broadcaster, a "pay-as-you-use" method of compensation will become mandatory. Stations would reimburse networks in some agreed fashion for music cleared by them, with the networks indemnifying affiliates against infringement. Then stations would pay a flat rate or a percentage, depending upon which method is decided upon, for use of particular catalogs of music on particular programs.

Attorneys Confer

Among the industry attorneys, in addition to those representing BMI, who have participated in the conferences on the decree, are A. L. Ashby, vice-president and general counsel of NBC; his assistant, Robert P. Myers; John J. Burns, special counsel; Joseph H. Ream, general attorney, and Paul A. Porter, Washington counsel, for CBS; Louis G. Caldwell, MBS attorney, and William G. Mulligan.

The BMI executive committee, which meets in New York on Jan. 21 to pass final judgment on the proposed decree, in addition to President Miller, comprises Niles Trammell, NBC president; Edward Klauber, CBS executive vice-president; John Shepard 3d, Yankee Network president; Walter J. Damm, WTMJ, Milwaukee; Theodore C. Streibert, WOR-MBS vice-president; Paul W. Morency, WTIC, Hartford, and John Elmer, WCBM, Baltimore.

Columnist Is Inspired By Music Controversy

INSPIRED by the ASCAP-BMI controversy, the following lyric for a song (music not yet written) is the brain-child of Ted Milne, of St. Paul, and was published Jan. 9 in the *St. Paul Dispatch*. (Mr. Milne is the author of the Winter Carnival Song, which the *Dispatch* reports is popular in that area):

The boys in Tin Pan Alley have decided on a plan,
To play their tunes in all saloons, but radio they ban.
Now I am not a music writer, as you can plainly see.
But someone must do something, so they've left it up to me.

CHORUS

To B or not to B. M. I., disgusted
When will we hear our favorite melodies?
Why can't you get together and adjust it
So we won't have to sit through tunes like these:
"So You're the One" is etched into my brain,
While "There I Go" is driving me insane.
Then suddenly, just ASCAPitulation.
Seemed to me to be a certainty,
Some big fellow in the south
Had to open his big mouth;
Now we've gone back to the start.
For goodness sakes, boys, have a heart.
To B or not to B. M. I. disgusted
When will we hear our favorite melodies?

SWIFT & Co., Chicago (Sunbrite Cleanser), during January is running a varied schedule of one-minute announcements on about 20 stations, placed by Stack-Goble Adv. Agency, Chicago.

ENLIST!

For Defense Against Lagging Sales.

Recruiting these 50,000 watts for your sales campaign will give you dominant coverage of the rich Tri-State area of south Arkansas, east Texas and north Louisiana, one of the nation's richest and fastest growing markets.

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

Industry Drafting Television Report

FCC Plans Inspection Trip; Black-and-White Favored

WITH FCC legal and engineering experts planning a second official "television tour" a few days before the National Television Systems Committee makes its first progress report to the Commission Jan. 27, it is understood the NTSC will offer several unanimous reports, including recommendation that the radio industry go ahead with black-and-white television.

Also it is expected the FCC-industry group will report that color television is not yet ready for standardization and will offer minority reports on standards for lineage, frames and polarization.

According to indications, the NTSC has voted disapproval of standardizing the "driven sweep" transmission system for television proposed by Allen B. Du Mont Laboratories, which prompted reopening last spring of proceedings on the FCC's limited commercial authorization for television operations. The Du Mont organization is expected to submit a minority report on its transmission system.

Polarization Problem

Another controversial question arising in the NTSC discussions on visual broadcast standards revolves around signal polarization. The question involves patent differences, and adamant stands by RCA for its horizontal polarization method and Philco for the vertical system have blocked agreement in the committee.

FCC Chairman James Lawrence Fly at his Jan. 13 press conference stated that the entire commission, along with its engineering and legal experts concerned with television, will inspect the latest television methods and developments of various companies Jan. 24-25 during a "television tour" similar to that of a year ago.

The NTSC held a preliminary meeting in New York Jan. 14 to review the reports of various panels and to map procedure for the Jan. 27 FCC conference. Although minority reports are expected from one or two groups, indications are that the group will agree upon and unanimously recommend the majority of the proposed video standards, probably as high as 90 to 95%.

With Chairman W. R. G. Baker heading the NTSC presentation, individual reports on various standards and experiments in different branches of visual broadcasting will be made to the FCC by panel chairmen.

Color television, as developed recently by CBS under direction of Dr. Peter C. Goldmark, CBS chief television engineer, is being pointed to as a great coming improvement in television. The first public showing of the CBS color television on a direct pickup from the studio was given Jan. 9 to members of the Institute of Radio Engineers meeting in New York. Operation of the pickup was explained by Dr. Goldmark, using slides and actual color television pictures. The color pictures were picked up by a television camera in the CBS laboratories and transmitted by coaxial cables to receivers in the new CBS studio building several blocks away. Three receivers were used in the demonstration, including a table model incorporating color television and a standard broadcast receiver, designed and constructed in the CBS laboratories. It was pointed out that the table model illustrated that the color-viewing television apparatus need not add to the bulk of the receiver.

Low-Price Operation of Video Station Now Is Possible, Asserts Mr. Du Mont

STORIES of "staggering" costs of television operation are denied by Allen B. Du Mont, president of the Allen B. Du Mont Laboratories, in a report on television progress during 1940 which states that "a good start in television broadcasting can be made for as little as $25,000". In the receiver field, he says, "one point thoroughly established by our observations is the preference for the larger-sized screen".

For that reason his sets were standardized on the 14-inch diameter teletron, which "seems to be the minimum for satisfactory group entertainment", he states, adding that when a 20-inch tube was developed "we found the audience preferred this larger size, even at a considerable markup and accepted such loss in pictorial detail as must go with enlarged images."

Low-Cost Service

Mr. Du Mont describes his company's experiments in telecasting as follows:

"During the second half of the year, Du Mont engineers operated an experimental television transmitter atop the 42-story skyscraper at 515 Madison Ave., New York City, where we have out city offices and studios. A steel tower topped by a pole fully 650 feet above sea-level, carried our earlier experimental aerials. Yet despite the temporary 50-watt video transmitter and a temporary studio setup, we obtained remarkable coverage of the New York metropolitan area for our experimental video signals. Our studies of television possibilities, based on experiences with our New York W2XWV station, have convinced us that television broadcasting is by no means limited to those with millions to invest. Heretofore we have heard much of the staggering cost of television programs and station operation. But we believe otherwise today.

"It is the writer's honest opinion that a good start in television broadcasting can be made for as little as $25,000. And that figure can even be shaved if need be. For that sum one can obtain a 50-watt video and audio transmitting setup, which will prove adequate for the average city coverage. The transmitting aerial will have to be at least 250 feet high for satisfactory coverage of the desired area. The film pickup, camera and associated equipment will round out the requirements.

"At this early date almost any kind of program material will prove adequate. Just as the local weekly paper has a place in the community, despite the overwhelming bulk and appeal of the big metropolitan daily, so the local television station can find a place despite the millions that may be talked about for big metropolitan enterprises.

Use 16 mm.

"In our program studies we have unearthed a veritable gold mine of material in typical 16 mm. films, amateur and otherwise. Every community has movie fans. Sporting events, parades, local personalities, news, hobbies, scenes—all these subjects are usually available in abundance, and can be borrowed or leased or bought for little or nothing. The television broadcaster can readily obtain the basis for a most interesting video program service from this source. Then there are the outside pickups. Our engineers have developed a camera with associated equipment that fits in the usual sedan. By means of an inexpensive ultra-high-frequency relay transmitter, the video and audio signals can be flashed back to the main transmitter. Meanwhile, the general entertainment features, corresponding to the network programs of today's sound broadcasting, will soon be forthcoming in sound film form.

"As a further step in keeping television costs down, we have arranged our portable units so that they can be utilized as studio equipment. Merely placing these units on racks means that you have studio equipment. Taking them off the racks and out in the field, means an outside pickup. This dual function keeps the investment cost down".

TOR TORLAND, news announcer of KOA, Denver, has been selected to a six-man Colorado ski team to compete in a ski tournament at Sun Valley, Ida.

SHOWING her trophies to Bill Dyer, announcer of WCAU, Philadelphia, Elizabeth Pearson explains how to be a WCAU receptionist and double in squash. Recently she won the singles and doubles titles in the New York State Women's Squash Championships and has to her credit a victory over Babe Bowes, national champion. Miss Pearson is a seeded favorite for the February national championships.

Los Angeles Television Cleared by FCC Ruling

PRESERVING the status quo of three television projects in Los Angeles, the FCC on Jan. 14 granted motions to dismiss proceedings instituted by CBS against FCC authorization of visual broadcast facilities for Earle C. Anthony Inc. and Hughes Productions Division of Hughes Tool Co. The Jan. 14 action leaves all three parties with facilities previously authorized.

By its action the FCC granted a motion to dismiss petitions for rehearing filed Dec. 6, 1940, by CBS and directed against the FCC action of Nov. 15, 1940, granting the application of Earle C. Anthony Inc. for a construction permit for a television station in Los Angeles to operate on television channel No. 6, and making final its conditional grant of June 18, 1940, to Hughes Productions Division of Hughes Tool Co. for a television construction permit in Los Angeles to operate on Channel No. 2 instead of Channel No. 3, as had been requested. The FCC also granted withdrawal of a request by CBS for hearing on its own application for a television construction permit in Los Angeles on Channel No. 3 instead of Channel No. 8, as granted Nov. 15, 1940.

SHELBOURNE-GRAND Hotel Co., New York, is sponsoring Dr. Stephen S. Wise, prominent Jewish leader and rabbi of the New York Free Synagogue on WOR, Newark in a bi-weekly quarter-hour program titled, *An American View of World Affairs*. Dr. Wise donates the revenue from the program to charity. Prudential Adv., New York, is the agency.

1000 WATTS
WCAR
Proudly Points To Its
★ COVERAGE
IN A RICH MARKET
★ RESULTS
SO ECONOMICALLY PRODUCED
★ PROGRAMS
SO EFFECTIVELY PRESENTED
Get the facts from WCAR
PONTIAC, MICH.
OR
RADIO ADVERTISING CORP.
National Representatives
NEW YORK · CHICAGO · CLEVELAND

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE NBC RED NETWORK

In the CONTROL ROOM

RAY WALLING, transmitter engineer of KFI-KECA, Los Angeles, and a lieutenant-commander in the Naval Reserve communications division, has been called to active duty. Glenn Litten, studio technician, and a lieutenant in the Naval Reserve, has also reported for duty.

IVAN HORTON, formerly of KMMJ, Grand Island, Neb. has joined the engineering staff of KORN, Fremont, Neb.

HARRY HARRIS chief engineer of WCMI, Ashland, Ky., has been appointed radio engineer of the Ashland police department. Additions to the WCMI engineering staff include Sam Peters, Jim Rolfe and Ned R. Brooke.

WILFRED LEDOUX is now chief engineer of WLNH, Laconia, N. H., replacing William MacDonald.

FRED BRILL has been added to the fulltime engineering staff of WDRC, Hartford, Conn.

LESTER HARLOW, formerly chief engineer of KBIX, Muskogee, Okla., has joined the transmitter engineering staff of KLRA, Little Rock.

LEROY BREMMER, formerly radio and television director of Nation Schools, Los Angeles, is now radio operator on the *S. S. President Pierce.*

ARNOLD NYGREN, chief engineer of WFIL, Philadelphia, eloped to Conway, S. C. Jan. 11 with Margaret Elaine James.

LEON EDWARD PAMPHILON, supervising engineer of WFIL, Philadelphia, was married to Ella May Dieterich Jan. 17.

FRED SHIDEL, engineer of NBC, Chicago, has been called for active duty at Fort Monmouth, N. J.

Facsimile in Classroom

A FACSIMILE receiver will be installed in a classroom at the Newark YMCA where a cartooning course is given by Milt Hammer, artist who draws "Facsimile Freddy", cartoon strip transmitted through facsimile by WOR, Newark. WOR will transmit via facsimile examples of student work to be used as an aid in the classroom instruction.

CLAIMING to be the first FM station to file its commercial rates is W45V, adjunct of WEOA-WGBF, Evansville, Ind. scheduled to start operating in April.

New FM Grants Bring Total to 29

Two Chicago, One Pittsburgh Stations Awarded by FCC

INCREASING to 29 the number of FM stations authorized since commercial FM operation was given light, the FCC on Jan. 14 granted three more construction permits for FM stations, two in Chicago and one in Pittsburgh. With existing experimental FM stations originally scheduled to have their licenses cancelled on Jan. 1, the FCC recently granted an extension of the commercial operation deadline to March 1, when it is expected the majority of the outstanding construction permits will be fulfilled and ready for operation.

At the same time the FCC announced that it would draft rules governing operation of relay links to transmit programs from studios to the transmitters of high-frequency broadcast stations, confining such short-distance relay service for either FM or AM to frequencies above 330 mc. No applications are to be considered until appropriate rules specifying frequency allocation are adopted, according to the FCC. The relay stations will be required to use highly directive antennas to enable a large number of stations to use the same frequency, the FCC explained.

Chicago Grants

In Chicago FM grants were made to CBS and WJJD Inc. The CBS construction permit is for a station to operate on 46.7 mc., covering 10,800 square miles and 4,500,000 population. The WJJD grant is for 44.7 mc., with similar coverage. The CBS transmitter is to be located at 1 N. LaSalle St., and the WJJD transmitter at 75 East Wacker Drive.

The third grant, made to Westinghouse Radio Stations Inc., is for a station operating on 47.5 mc., serving a local area of 8,400 square miles with 2,100,000 population.

Among new FM applications received was one from WNYC, New York municipal station, which operates limited time on the 810 kc. clear channel used by WCCO, Minneapolis.

Stations now holding construction permits, with their powers in megacycles and coverage in square miles, are as follows (standard call letters show their regular broadcast affiliations):

Bamberger Broadcasting Service, Newark (WOR)—W71NY, 47.1 mc., 8,500 sq. mi.
Baton Rouge Broadcasting Co., Baton Rouge, La. (WJBO)—W45RG, 44.5 mc., 8,100 sq. mi.
Capitol Broadcasting Co., Schenectady—W47A, 44.7 mc., 6,589 sq. mi.
Columbia Broadcasting System, Chicago (WBBM)—W67C, 46.7 mc., 10,800 sq. mi.
Columbia Broadcasting System, New York (WABC)—W87NY, 48.7 mc., 8,500 sq. mi.
Evansville On the Air, Evansville, Ind. (WEOA-WGBF)—W45V, 44.5 mc., 8,397 sq. mi.
The Evening News Assn., Detroit (WWJ)—W45D, 44.5 mc., 6,820 sq. mi.
William G. H. Finch, New York—W55NY. 45.5 mc., 8,500 sq. mi.
Frequency Broadcasting Corp., Brooklyn—W59NY, 45.9 mc., 8,500 sq. mi.
General Electric Co., Schenectady (WGY)—W57A, 45.7 mc., 6,600 sq. mi.
Howitt-Wood Radio Co., Binghamton. N. Y. (WNBF)—W49BN, 44.9 mc., 6,500 sq. mi.
The Journal Co., Milwaukee (WTMJ)—W55M, 45.5 mc., 8,540 sq. mi.
Don Lee Broadcasting System, Los Angeles (KHJ)—K45LA, 44.5 mc., 6,944 sq. mi.
Marcus Loew Booking Agency, New York (WHN)—W63NY, 46.3 mc., 8,500 sq. mi.
Metropolitan Television, New York—W75NY, 47.5 mc., 8,500 sq. mi.
National Broadcasting Co., New York (WEAF-WJZ)—W51NY, 45.1 mc., 8,500 sq. mi.
National Broadcasting Co., Chicago (WMAQ-WENR) — W63C. 46.3 mc., 10,800 sq. mi.
National Life and Accident Insurance Co., Nashville (WSM)—W47NV, 44.7 mc., 16.000 sq. mi.
Radio Service Corp. of Utah, Salt Lake City (KSL)—K47SL, 44.7 mc., 623 sq. mi.
Travelers Broadcasting Service Corp., Hartford (WTIC)—W53H, 45.3 mc., 6,100 sq. mi.
Walker & Downing Radio Corp., Pittsburgh (WWSW)—W47P, 44.7 mc., 8,400 sq. mi.
WBNS Inc., Columbus—W45CM, 44.5 mc., 12,400 sq. mi.
WCAU Broadcasting Co., Philadelphia—W67PH, 46.7 mc., 9,300 sq. mi.
WDRC Inc., Hartford—W65H, 46.5 mc., 6,100 sq. mi.
Westinghouse Radio Stations Inc., Pittsburgh (KDKA)—W75P, 47.5 mc., 8,400 sq. mi.
WGN Inc., Chicago—W59C, 45.9 mc., 10,800 sq. mi.
WJJD Inc., Chicago—W47C, 44.7 mc., 10,800 sq. mi.
Yankee Network, Boston (WAAB-WNAC)—W39B, 43.9 mc., 31,000 sq. mi.
Zenith Radio Corp., Chicago—W51C, 45.1 mc., 10,760 sq. mi.

IN THE NAVY

PHOTOGRAPHS on page 18 show (l to r): Allyn Jay March, assistant CBS sales manager, who left Princeton in April, 1917 and served through the war, latterly as an ensign on Admiral McCully's flagship *USS May*; Dean Fitzer, manager of WDAF, Kansas City, who was a slide trombonist in the band aboard the *USS Dixie*, mother shop of the U. S. destroyer fleet out of Queenstown, Ireland; Raymond R. Morgan, president of the Hollywood agency bearing his name, who was an ensign on the troop transport *Martha Washington* for 23 round trips, and after the armistice served on a destroyer assigned to Hoover relief between Constantinople and Batoum, Russia.

3 Video Signals On One Antenna

A SPECIAL filter, designed to put the television antenna atop New York's Empire State Bldg. into simultaneous three-way service, is now undergoing final tests by NBC engineers.

"This video antenna is of the broad band type which will put on the air any signal between 30 and 60 megacycles," O. B. Hanson, NBC vice president in charge of engineering, said in announcing the new technical development. "For about two years it has been used solely for television transmissions, but when NBC began its FM service several months ago on a frequency of 42.6 mc., which subsequently was changed to 43.9 mc., plans were made at that time to transmit both television sight and FM sound programs simultaneously over the same antenna. To do this it was first necessary to design and build into the system a filter to prevent the signals from one transmitter from 'backing up' into the other transmitter when both are projecting radio waves at the same time."

The unique equipment was planned, built and installed by NBC technicians working under an FCC special experimental license, Mr. Hanson said. Efficiency of the apparatus was demonstrated Jan. 4 when a test television pattern and an FM broadcast of the opera were transmitted simultaneously without the slightest interference, he stated. A third transmitter, to carry cue signals will also be hooked into the system, making three signals going coincidentally through the same antenna without interference.

With the placing of this antenna into use for NBC's FM broadcasts a new FM schedule has been inaugurated, with transmissions from 3 to 11 p.m. except on Saturdays, when the schedule is from 2 to 11:30 p.m. to include the afternoon opera and evening symphony broadcasts. NBC's television schedule continues on a three-evening-a-week basis.

REL
FM's PIONEER MANUFACTURER
Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.
Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?
We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.
Do you want to go ahead with F.M.—Then buy REL and go to it.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JANUARY 11 TO JANUARY 17, INCLUSIVE

Decisions . . .

JANUARY 11

James W. Gum suspended from practice until 1-1-43.

JANUARY 13

MISCELLANEOUS — Tidewater Associated Oil Co., FCC affirmed action by Commissioner Case denying applic. KWWJ, Portland, for temp. auth. operate night for basketball games; W2XWV, New York, granted extension temporary authority operate 50-watt television on 60-86 mc 1-9-41 to 2-7-41; WAPI, Birmingham, continued hearing of 1-10-41 to 1-29-41 re renewal application; WPER, DeLand, Fla., granted change of CP new station re antenna, new transmitter, transmitter and studio sites.

JANUARY 14

KGKO, Fort Worth—Granted CP change directional antenna, increase power to 5 kw N & D.

WIBC, Indianapolis—Granted change CP transmitter site, change directional antenna, install new transmitter, increase D to 5 kw, 1050 kc.

WBIR, Knoxville—Granted change CP for approval of transmitter and studio site, approval antenna, increase N to 250 w.

KTRH, Houston—Granted CP directional antenna N, increase to 5 kw unl.

WSAV, Savannah, Ga.—Granted relinquishment of control by Arthur Lucas through transfer by him of 32 of his 151 shares common stock to E. E. Murrey Sr. for $3,200 cash.

SET FOR HEARING—KMLB, Monroe, La., CP change transmitter, move site 4 miles, change to 1410 kc 1 kw directional N; NEW, KNOE Inc., Monroe, La., CP 1420 kc 250 w unl.; KTSM, El Paso, mod. license to 1 kw 1350 kc unl.

WMBI, Chicago—Commission corrected decision of Jan. 10 [BROADCASTING, Jan. 13] to read as follows: Granted continuance hearing modify license to use WCBD hours when that station is assigned a different frequency, for an indefinite period pending action on WCBD petition.

NEW, Paducah Broadcasting Co., Clarksville, Tenn.—Application CP dismissed with prejudice.

JANUARY 15

NEW, WJJD Inc., Chicago—Granted CP FM 44.7 mc 10,800 sq. miles 4,500,000 population.

NEW, CBS, Chicago—Granted CP FM 46.7 mc 10,800 sq. miles 4,500,000 population.

NEW, Westinghouse Radio Stations, Pittsburgh—Granted CP FM 47.5 mc 8,400 sq. miles 2,100,000 population.

MISCELLANEOUS—KGEI, San Francisco, granted CP change antenna, move transmitter to near Belmont, Cal.; WBKY, U of Kentucky, Beattyville, Ky., granted reinstatement CP noncommercial station (CP not completed within time and automatically expired 10-20-40) and change to 42.9 mc 100 w unl., amplitude modulation at present; KRMC, Jamestown, N. D., granted petition of Jamestown Broadcasting Co. for reconsideration and grant without hearing of applic. assign license of KRMC to Jamestown Broadcasting Co.; WMMN, Fairmont, W. Va., in view of rehearing petition filed by WBAA, Purdue U, grant of 10-22-40 of WMMN application CP change directional antenna N, increase to 5 kw unl. 890 kc, to make such grant conditional on applicant obtaining from FCC approval of directive antenna enabling WMMN to serve Fairmont area and not limiting WBAA greater than 4.7 mv/m; Earle C. Anthony Inc., Hughes Productions Division of Hughes Tool Co. and CBS, granted dismissal petition of 12-6-40 filed by CBS against Commission action of 11-15-40 granting Anthony application for CP television in Los Angeles on Channel No. 6 and making final its conditional grant of 6-18-40 to Hughes for CP television No. 2 and also granted motion to withdraw CBS request of 12-6-40 for hearing on its own application for CP television Los Angeles No. 3 as granted 11-15-40; WMBD, Peoria, Ill., granted petition to reconsider and grant without hearing application assign license to Peoria Broadcasting Co. and dismissed motion to strike second issue upon which it was scheduled to be heard, and granting application as requested; WDBJ, Roanoke, Va., granted change of CP for directional antenna, increase power etc., for approval of transmitter site and directional antenna; W2XAG, Yonkers, N. Y., granted temporary authority experimental station 117.19 mc 5 kw FM to 2-1-41.

JANUARY 17

NEW, Mayflower Broadcasting Corp., Boston; WAAB, Yankee Network, Boston—Mayflower Broadcasting Corp. denied CP 1410 kc 500 w 1 kw D unl.; Yankee Network granted renewal of WAAB license.

WKZO, Kalamazoo—Granted CP new directional antenna for night.

KLS, Oakland—Granted modification CP increase power etc. for new transmitter.

MISCELLANEOUS — KFJI, Klamath Falls, Ore., granted continuance hearing on CP application increase power etc.; Puerto Rico Adv. Co. denied petition to intervene in application of Carribbean Bcstg. Asn., San Juan, for new station 1500 kc 250 wunl.

Applications . . .

JANUARY 11

NEW, Hawaiian Bcstg. System, Honolulu—CP 1340 kc (under treaty) 250 w unl., amended to 1310 kc (1340 under treaty) and change transmitter.

WENY, Elmira, N. Y.—CP new transmitter, directional antenna D & N, change 1200 to 590 kc increase from 250 w to 1 kw.

NEW, Vermont Radio Corp., St. Albans—CP 1390 kc 1 kw D, asks WQDM facilities.

W59NY, Brooklyn—Change CP FM station re transmitter, change population to 11,000,000 (WE 506-A1 transmitter, maximum 10 kw).

WBOS, Pittsburgh—Change CP (which authorized move from Pittsburgh to Hull, Mass., increase power to 50 kw, change equip.) requesting extension completion to 6-7-41.

WSVA, Harrisonburg, Va.—Change CP (as modified) extend completion to 7-28-41.

WMRN, Marion, O.—License for new station.

WERC, Erie, Pa.—Change CP (as modified) new station, asking new transmitter.

WKZO, Kalamazoo, Mich.—CP increase 1 to 1 kw 5 kw LS and new transmitter (directional N), amended re transmitter and antenna, change power to 5 kw N & D.

NEW, Findlay Radio Co., Findlay, O.—CP 1420 kc 250 w unl. Class IV, amended to 1300 kc D.

NEW, John & Marcia Arrington, d/b Arrington & Arrington, Covington, Va.—CP 1310 kc (1340 under treaty) 250 w unl.

NEW, Roy G. Terry, Tyler, Tex.—CP 1370 kc 250 w unl. Class IV.

NEW, Macon Telegraph Pub. Co., Macon, Ga.—CP 1370 kc 250 w unl., amended to change applicant from Martin Anderson (individual) to present applicant.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga.—CP 1420 kc (Class IV) 250 w unl., amended to change applicant from Arthur Lucas & Wm. K. Jenkins, d/b Chattahoochee Broadcasting Co. (partnership) to present applicant.

NEW, Greensboro Broadcasting Co., Greensboro, N. C.—CP 1370 kc 100 w unl., amended to 1250 kc Class IV 250 w D only, contingent shift of WAIR to new frequency; antenna changes.

WQBC, Vicksburg, Miss.—Change CP for equipment changes, asking further equipment changes, change hours D to unl., using 500 w N 1 kw D, extend completion date, asks WTJS facilities.

KSTP, St. Paul—Change license re directional antenna.

KFH, Wichita, Kan.—Change CP as modified for new transmitter, increase power, directional antenna N, asking extension of completion to 7-18-41.

WKMO, Kokomo, Ind.—Change CP for new station, asking approval of vertical antenna, transmitter site, new transmitter.

WFHR, Wisconsin Rapids—Change license to increase from 100 w 250 w LS to 250 w N & D.

W9XMJ, Milwaukee—Change CP (authorizing new television stations) asking approval transmitter site and antenna.

KOY, Phoenix, Ariz.—CP new transmitter, increase from 1 kw to 1 kw 5 kw LS.

KGY, Olympia, Wash.—CP new antenna, change hours from unl. except when KTW is operating to unl. (1210 kc).

JANUARY 15

WBRK, Pittsfield, Mass.—Voluntary assignment license to Monroe B. England.

NEW, Edwin H. Armstrong, New York—CP 43.1 mc FM 15,610 sq. miles, 12,237,173 population, maximum 40 kw.

NEW, City of New York—CP 46.7 mc FM 3,889 sq. miles 11,550,274 population, maximum 1 kw.

NEW, James F. Hopkins Inc., Ann Arbor, Mich.—CP 1560 kc 1 kw unl. directional.

WBLK, Clarksburg, W. Va.—Voluntary assignment license to Charleston Broadcasting Co.

WPAR, Parkersburg, W. Va.—Transfer of control to Charleston Broadcasting Co. 47 shares common stock.

W3XP, Philadelphia—CP increase from 15 to 125 watts, new equip.

NEW, Seaboard Radio Bdstg. Corp., Philadelphia—CP 48.3 mc 9,600 sq. miles 2,900,000 population, change population to 3,900,000.

WSUN, St. Petersburg, Fla.—Modification license to unl., asks WFLA facilities.

WTAW, College Station, Tex.—Modification CP new transmitter, increasing to extend commencement to 3-29-41.

WALB, Albany, Ga.—Modification CP as modified for new station, to install new transmitter, extend completion.

"ADDS PLENTY SPARKLE"
Says
Chief Engineer
9A Pick-up plays both vertical and lateral recordings—meets highest quality standards of transcription broadcasting. Can be used on any turntable—priced within reach of all. Ask Graybar for details.
Western Electric

Minis and Ayers Added To Broadcast Workshop

H. PHILIP MINIS, head of the script reading division of the radio department of Young & Rubicam, New York, and Stuart Ayers, CBS staff writer, have been appointed to the teaching staff of New York U Radio Workshop, as announced by Dean Ned H. Dearborn of the Division of General Education. They will teach radio writing during the spring term of the Workshop which begins Feb. 3, the former offering a course on writing sponsored programs, the latter sustaining programs.

Other instructors who will give courses in the NYU Radio Workshop during the Spring semester are: Earle McGill, CBS casting director, radio directing; Thomas H. Robinson, manager of NBC television program division, programming; and Rudolph R. A. Schramm, BMI music arranger, radio music.

WWNC, Asheville, N. C.—CP new transmitter, directional N, increase to 5 kw, move transmitter, amended 1 kw 5 kw LS, change antenna and transmitter.

WNAD, Norman, Okla.—CP new antenna, change to 640 kc, amended to change hours to D.

NEW, A. M. Burton, Nashville—CP 1380 kc 1 kw unl., directional.

WHBQ, Memphis—CP new transmitter, increase to 250 w.

WLAK, Lakeland, Fla.—Authority transfer control to the Tribune Co.

WMBD, Peoria, Ill.—CP directional N, increase to 5 kw N & D, amended to change name to WMBD Broadcasting Co.

NEW, Balaban & Katz Corp., Chicago—CP new television station 384-396 mc 1 kw A3 A5, mobile.

NEW, Balaban & Katz Corp., Chicago—CP new television station 384-396 mc 1 w A3 A5.

WIZE, Springfield, O.—Modification license increase to 250 w.

KRKO, Everett, Wash.—Voluntary assignment CP to The Everett Broadcasting Co.

WCOS, Columbia, S. C.—Authority transfer 49% common stock from A. B. Langley (24½%) and Ames Haltiwanger (24½%) to Carolina Life Insurance Co.

Tentative Calendar . . .

FEBRUARY 10

KRMC, Jamestown, N. D.—Voluntary assignment license to Jamestown Bcstg. Co.

WGST, Atlanta—Renewal license.

FEBRUARY 17

WGNY, Newburgh, N. Y.—CP 1370 kc 250 w unl.

NEW, Stephen R. Rintoul, Stamford, Conn.—CP 1370 kc 250 w unl.

NEW, William H. Amesbury, Minneapolis—CP 630 kc 1 kw unl. directional N & D.

FEBRUARY 24

WTEL, Philadelphia—CP 1500 kc 250 w unl.

MARCH 3

NEW, R. B. Eaton, Des Moines—CP television 66-72 mc 46 w N 46 w D visual 100 w D aural unl.

WSAY, Rochester—CP 1340 kc 1 kw unl. directional N & D.

MARCH 10

WARM, Scranton, Pa.—License for 1370 kc 250 w unl.

WCAM, Camden; WCAP, Asbury Park; WTNJ, Trenton. NEW, Trent Broadcasting Corp., Trenton—Consolidated hearing in which WCAM, WCAP and WOAX seek license renewals; WTNJ asks CP 1230 kc 1 kw unl. directional N & D; Trent Broadcast Corp. seeks CP 1230 kc 1 kw unl. directional N & D.

Harms Drops Test Suit Involving RCA Record

TEST SUIT brought by Harms Inc., music publishers, against RCA Mfg. Co. in 1939, charging unauthorized and illegal recording of the song "Rendezvous Time in Paree", was discontinued Jan. 10 in New York Federal Court following the plaintiff's withdrawal of claims seeking injunction, accounting of profits and damages for the alleged infringement.

On May 19, 1939, Harms made a recording of the song, while on May 22 RCA also recorded its own version of the work. Harms brought suit in June [BROADCASTING, June 15], advising RCA that it was not permitted to use any arrangement other than that made by Harms. RCA claimed that playing of any arrangement of the song was permissible if statutory royalties were paid.

NBC'S FM CIRCUIT

Light-Weight Relay Is Used At Inauguration

UNDER special FCC authorization, NBC on Jan. 20 was to use a newly developed mobile FM transmitter in making some of its regular network pickups during inauguration ceremonies in Washington, marking NBC's first use of an FM relay circuit in broadcasting to the public. The 25-watt transmitter, operating on 39.46 mc., was installed in a scout car in the President's motor escort from the White House to the Capitol and return, with receiving points in the Washington Monument and the Capitol dome.

Employing only a 15 kc. swing, the narrow-band transmitter and companion receivers were designed by Jarrett Hathaway and Allen Walsh, of NBC laboratories, under supervision of R. M. Morris, development engineer. NBC claims the new transmitter is one-fourth the size and one-half the weight of the standard 25-watt amplitude modulated relay transmitter, the saving in size and weight resulting from special circuits developed by NBC engineers.

Under tests, with no special antennas used at either transmitting or receiving points, the new device has delivered an excellent signal over a distance of 75 miles, it is claimed. Both transmitter and receivers are designed for narrow-band operation, with a maximum deviation of 15 kc., in order to operate within the standard 40 kc. relay channels. During preliminary tests and the inauguration parade, FCC representatives rode in the mobile unit to observe operation of the transmitter.

Dessert Firm Testing

MORRISON Co., Philadelphia (desserts), returned to radio on WFIL, Philadelphia, Jan. 12 with a weekly quarter-hour test of the transcribed *Voices of Yesterday*. Arthur R. Sternau, Philadelphia agency, said other stations may be added.

Canadian Composers' Guild

POSSIBLE new source of music material for Canadian broadcasting stations is seen in the formation Jan. 8 of the Canadian Composers' Guild at Toronto. The Guild is an organization of composers who seek to advance the selection of Canadian lyrics and scores in concerts and radio programs. D. R. Piette, Toronto organist and music teacher, was elected president. The Guild is putting on a membership campaign at $1 annual fee, and plans to ask Canadian stations to select at least two Canadian lyrics or scores for every musical program.

CRYSTALS by
HIPOWER
The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.
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Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcer—who can write copy to work in midwest CBS 1000 watt station. Only applicants who can furnish audition records wil lbe considered. Box 154, BROADCASTING.

Experienced, Aggressive, Sober Salesman—who can develop ideas, produce business and maintain it consistently. Good proposition, salary and commission. Submit references. Box 164, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others except talent. National Radio Employment Bureau, Box 864, Denver, Colorado.

SALESMAN — regional network station, north central states, good market, wants experienced local salesman, capable handling all types of accounts. Aged apout 35 years. Steady, honest, sober. An opportunity for the right man. Give complete details of your experience and income desired. Box 155, BROADCASTING.

Situations Wanted

Experienced Metropolitan 5 kw Salesman-Announcer—seeks position in east. Salary secondary. Box 165, BROADCASTING.

New Market For New Bride (Announcer-Salesman) — metropolitan background. Prefers East. Box 169, BROADCASTING.

Sports Announcer—5 years in sports, news, commercial . . . now employed. Clear, self styled voice. Box 171, BROADCASTING.

Station Manager—Program Director—experienced all phases radio, former newspaperman. Box 160, BROADCASTING.

Sports Announcer—play by play all sports. Sports commentary, references, recording. Box 163, BROADCASTING.

Salesman—now employed, wishes to make change at once. Thirty-two, married, 8 yrs. experience. Finest references. Local and national experience. Drawing against commission. Box 168, BROADCASTING.

Commercial Manager—man with outstanding record directing sales organization past three years. Would appreciate interview. Best references. Box 158, BROADCASTING.

Engineer (First Class Phone)—employed with local station but desires change. College graduate with one year's actual experience. Single. Box 162, BROADCASTING.

Situations Wanted (Continued)

Announcer—wishes position with chain affiliate or independent station. Five years New York experience producing, directing, acting. Can furnish audition recording and recommendations on request. Box 167, BROADCASTING.

Programs — production — sports — music —personal direction—public relations—all these plus a capability for service and dependability are available in an individual presently under contract. Full details are available on request. Address Box 166, BROADCASTING.

Gentlemen—I am experienced in all phases of recording and production work, dramatics and writing, and can announce. Age 23. Now employed. Interested in production. Will go anywhere. Full information, photograph, transcription on request. Box 170, BROADCASTING.

Versatile—available Feb. 15. His twenty years of experience in radio, journalism, industrial public relations, would make him valuable to any corporation in the broadcasting or related fields. Active in radio since 1933, as organizer and producer of programs featuring industry's message to the public. Interviewed many leading industrialists over the air. Expert at ad lib. Proficient in script writing, and all phases of radio publicity. Has important contacts in national affairs. Original thinker. Daring initiator. 100% sales minded. Box 161, BROADCASTING.

Announcer—wishes position with network affiliate. Now employed. Especially trained in ad lib, news and m.c. work. Thirty years old, married, college education. Able to write commercial copy and program script. Can assume duties of program director. Can offer best character and professional recommendations. Address Box 157, BROADCASTING.

Commercial Manager—man with outstanding record for personal sales and directing successful efforts of staff of major market network station past four years seeks permanent connection with well established station. References prove highest character, ability in local sales and splendid reputation in national field. Go anywhere except deep south or extreme east. Box 156, BROADCASTING.

Wanted to Buy

USED 5 K. W. Transmitter—must be in first class condition. Box 159, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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GLENN D. GILLETT
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Radio Engineers
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Washington, D. C.

PAUL F. GODLEY
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Phone: Montclair (N. J.) 2-7859

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Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
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Consulting Radio Engineer
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NEW YORK CITY
An Accounting Service
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Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

Major Networks' Gross Billings by Advertisers: 1940

NBC Gross Billings

- Adam Hat Stores — $ 217,772
- Air Conditioning Training Corp. — $ 74,416
- American Home Products Co. — $1,909,117
  - Aerowax, $25,574
  - Anacin, $616,828
  - Bisodol, $367,296
  - Clapps Baby Food, $101,545
  - Fly-ded, $68,794
  - Freezone, $67,026
  - Hills Cold Tablets, $66,313
  - Kolynos, $355,597
  - Mystic Cream, $31,529
  - Old English Floor Wax, $159,590
  - Plastic Wood, $49,025
- American Oil Co. — $ 3,320
- American Tobacco Co. — $1,144,570
- Babbitt Inc. (B T) — $ 618,964
- Bank of Amer. Nat Trust & Savings Assn. — $ 16,844
- Bell Telephone System — $ 406,308
- Better Speech Institute of America — $ 82,046
- Bristol-Myers Co. — $1,077,176
  - Vitalis, $439,766
  - Ipana-Sal Hepatica, $637,410
- Brown & Williamson Tobacco Corp. — $1,814,033
  - Avalon Cigarettes, $464,409
  - Big Ben Tobacco, $52,926
  - Bugler Tobacco, $524,485
  - Raleigh Tobacco, $572,868
  - Raleigh Cigarettes, $51,557
  - Wings Cigarettes, $147,788
- Canada Dry Ginger Ale — $ 310,933
- Canadian Railway Assn. — $ 79,368
- Cardinet Candy Co. — $ 36,208
- Carnation Co. — $ 611,904
  - Carnation Milk, $552,000
  - Albers Bros-Cereals, $59,904
- Chamberlain Labs. — $ 42,291
- Chemicals Inc. — $ 4,104
- Cities Service Co. — $ 626,104
- Colgate-Palmolive-Peet Co. — $ 965,516
  - Shaving Cream, $235,880
  - Super Suds, $729,636
- Consolidated Royal Chemical Corp. — $ 15,984
- E. I. DuPont de Nemours Co. — $ 370,524
- Emerson Drug Co. — $ 104,982
- H. Fendrich Inc. — $ 61,425
- Firestone Tire & Rubber Co. — $ 492,842
- Fitch Co., F. W. — $ 515,393
- Food & Beverage Broadcasters Ass'n — $ 92,566
- Gallenkamp Stores Co. — $ 33,264
- General Electric Co. — $ 525,796
- General Foods Corp. — $1,794,830
  - Jello, $816,373
  - Jello Puddings, $186,520
  - Post 40% Bran Flakes, 215,400
  - Maxwell House Coffee, 576,537
- General Mills — $2,495,735
  - Bisquick, $294,008
  - Corn Kix, $645,076
  - Kitchen Tested Flour, $348,992
  - Softasilk Cake Flour, $235,340
  - Sperry Flour Products, $123,449
  - Wheaties, $486,516
  - Bisquick & Wheaties, $362,354
- Gillette Safety Razor Co. — $ 47,850
- Gordon Baking Co. — $ 82,084
- Greyhound Lines — $ 168,028
- Griswold Mfg. Co. — $ 5,454
- Grove Laboratories — $ 188,280
- C. H. Gulden — $ 52,720
- Hall Bros. — $ 63,328
- Hecker Products Corp. — $ 216,754
  - Shinola Shoe Polish, $205,618
  - Presto Cake Flour & H-O Oats, $11,136
- Hormel, Geo. A. Co. — $ 260,880
- Illinois Central Railroad — $ 11,310
- Andrew Jergens Co. — $1,033,807
  - Woodbury's Soap & Cosmetics, $754,739
  - Jergens Lotion, $279,068
- Johnson, S. C. & Son — $ 633,512
- Knapp-Monarch Co. — $ 26,600
- Lady Esther Co. — $ 37,104
- Lance Packing Co. — $ 16,019
- Langendorf Bakeries — $ 31,320
- Larus Bro. Co. — $ 6,864
- Lever Bros. — $ 114,152
  - Rinso, $42,080
  - Spry, $72,072
- Lewis-Howe Co. — $ 957,354
  - Tums, $880,744
  - NR Tablets, $76,610
- Liggett & Myers Tobacco Co. — $1,932,386
- Loose-Wiles Biscuit Co. — $ 4,424
- P. Lorillard Co. — $ 526,730
  - Old Gold Cigarettes, $279,620
  - Sensation Cig. & Muriel Cigars, $427,110
- Manhattan Soap Co. — $ 114,680
- Mars Inc. — $ 544,714
- Miles Labs. — $1,393,382
- Modern Food Process Co. — $ 69,887
  - Thrivo Dog Food, $54,623
  - Philadelphia Scrapple, $15,264
- Benjamin Moore & Co. — $ 35,280
- John Morrell & Co. — $ 135,018
- Philip Morris & Co. — $ 704,868
- C. F. Mueller & Co. — $ 45,600
- Musterole Co. — $ 102,600
- Nash-Kelvinator Corp. — $ 169,628
- National Dairy Products Corp. — $1,339,299
  - Cheese & Salad Dressing, $993,194
  - Milk & Ice Cream, $346,105
- Ohio Oil Co. — $ 75,048
- Pacific Coast Borax Co. — $ 318,096
- Pepsodent Co. — $ 624,910
- Pillsbury Flour Mills Co. — $ 230,424
- Procter & Gamble Co. — $8,759,452
  - Camay, $876,947
  - Chipso, $571,109
  - Crisco, $742,094
  - Dash, $13,007
  - Dreft, $423,397
  - Drene, $207,146
  - Duz, $128,260
  - Ivory Flakes, $786,048
  - Ivory Soap, $1,896,485
  - Lava Soap, $219,321
  - Oxydol, $1,644,058
  - Teel, $438,342
  - White Naphtha Soap, $813,238
- Pure Oil Co. — $ 259,679
- Quaker Oats Co. — $ 955,756
  - Quaker Farina, $11,908
  - Puffed Wheat & Rice, $77,015
  - Quaker Oats & Aunt Jemima, $665,292
  - Quaker Oats, $201,541
- Ralston Purina Co. — $ 319,004
- Remington Rand — $ 34,112
- R. J. Reynolds Tobacco Co. — $1,042,990
  - Camel Cigarettes, $743,829
  - Camel Cig. & Prince Albert Tobacco, $299,161
- Richardson & Robbins — $ 70,560
- Richfield Oil Corp. — $ 201,137
- Sherwin Williams Co. — $ 250,376
  - S-W Paints, $162,504
  - Acme Paints & Lin-X, $87,872
- Signal Oil Co. — $ 61,212
- Skelly Oil Co. — $ 49,506
- Standard Brands — $1,504,199
  - Tender Leaf Tea, $469,623
  - Fleischman's Yeast & Aspic, $241,848
  - Chase & Sanborn Coffee, $437,916
  - Fleischman's Foil Yeast, $354,812
- Standard Oil Co. of Cal. — $ 68,580
- Sterling Products — $5,001,680
  - Bayer Aspirin, $838,718
  - Cal-Aspirin, $86,859
  - Energine, $297,534
  - Haley's M-O, $262,220
  - Ironized Yeast, $380,267
  - Dr. Lyons Toothpowder, $1,128,420
  - Molle Shaving Cream, $482,324
  - Mulsified Oil Shampoo, $54,926
  - Phillips Milk of Magnesia, $698,934
  - Phillips Milk of Magnesia Creams, $338,133
  - Phillips Milk of Magnesia Tablets, $280,505
  - Phillips Milk of Magnesia Toothpaste, $152,840
- Sun Oil Co. — $ 676,712
- Swift & Co. — $ 4,788
- Texas Co. — $ 118,238
- Tidewater-Associated Oil Co. — $ 19,019
- Tillamook County Creamery Assn. — $ 16,324
- Union Oil Co. of Cal. — $ 39,456
- U. S. of Brazil — $ 21,752
- Vick Chemical Co. — $ 29,543
- Wander Co. — $ 28,260
- Ward Baking Co. — $ 76,244
- Wm. R. Warner Co. — $ 209,034
- Welch Grape Juice Co. — $ 246,721
- Wesson Oil & Snowdrift Sales Corp. — $ 48,924
- Westinghouse Elec. & Mfg. Co. — $ 503,592
- Wheatena Corp. — $ 26,730
- J. B. Williams Co. — $ 328,861
- Williamson Candy Co. — $ 16,224

Total Gross Commercial Expenditures	$49,853,394
Total Gross Political Expenditures	$ 809,606
GRAND TOTAL	$50,662,000

CBS Gross Billings

- Albers Brothers Milling Co. — $ 14,295
- American Home Products Corp. — $ 912,622
  - Louis Philippe, $133,644
  - Edna Wallace Hopper Cosmetics, $235,174
  - Anacin, $469,321
  - Kolynos, $74,483
- American Oil Co. — $ 469,393
- American Tobacco — $1,074,751
  - Half and Half Tobacco, $201,695
  - Lucky Strike Cigarettes, $873,056
- Atlantic Refining Co. — $ 13,784
- Axton-Fisher Tobacco Co. — $ 30,727
- Bathasweet Corp. — $ 19,222
- Beneficial Management Corp. — $ 20,735
- Best Foods — $ 119,023
- Bowey's — $ 135,567
- Brown & Williamson Tobacco Corp. — $1,158,722
- California Fruit Growers Exchange — $ 348,363
- Campana Sales Co. — $ 371,042
- Campbell Soup Co. — $4,044,389
  - Soup, Juice, Beans, $2,814,427
  - Franco American Spaghetti and Macaroni, $699,914
  - Tomato Juice, $422,988
  - Soups, $107,060
- Chamberlain Labs. — $ 18,829
- Chesebrough Mfg. Co. — $ 415,345
- Chocolate Products Co. — $ 3,278
- Chrysler Corp. — $ 986,049
- Coca-Cola Co. — $ 44,510
- Colgate-Palmolive-Peet Co. — $3,368,706
  - Dental Products, $866,967
  - Shaving Cream, $334,271
  - Halo, Cashmere Bouquet, $296,021
  - Cue, $194,288
  - Palmolive Soap, $670,910
  - Octagon, $338,456
  - Super Suds, $667,793
- Colonial Dames Inc. — $ 17,403
- Columbia Recording Corp. — $ 32,995
- Commercial Credit Co. — $ 209,067
- Continental Baking Co. — $ 908,404
- Corn Products Refining Co. — $ 566,121
  - Kremel and Linit, $158,895
  - Linit, $99,666
  - Argo, $102,470
  - Karo, $102,540
  - Mazola, $102,550
  - Cudahy Packing Co., $368,199
- Ethyl Gasoline Corp. — $ 262,590
- Eversharp Inc. — $ 231,403
- Fels & Co. — $ 79,575
- Florida Citrus Commission — $ 132,153
- Ford Motor Co. — $ 944,638
- General Foods Corp. — $4,092,519
  - Calumet, Swansdown, $986,340
  - Diamond Salt, $72,890
  - Grapenuts, $861,135
  - LaFrance, Satina, $288,858
  - Minute Tapioca, $192,280
  - Post 40% Bran Flakes, $434,596
  - Maxwell House Coffee, $106,717
  - Post Toasties, $327,908
  - Postum, $241,914
  - Sanka, $488,381
  - Grapenuts Flakes, $91,500
- General Mills — $ 643,917
  - Wheaties, $413,378
  - Corn Kix, $75,568
  - Cold Medal Flour, $97,684
  - Sperry (Wheaties), $57,287
- General Petroleum Corp. of Calif. — $ 8,896
- D. Ghiradelli Co. — $ 3,912
- Gillette Safety Razor Co. — $ 263,294
- Great Atlantic & Pacific Tea Co. — $ 8,993
- Gulf Oil Corp. — $ 459,113
- Hawaiian Pineapple Co. — $ 136,495
- Holland Furnace Co. — $ 6,026

Drawn for BROADCASTING by Sid Hix

"Grandma Wouldn't Miss One of Those Serials for Anything."

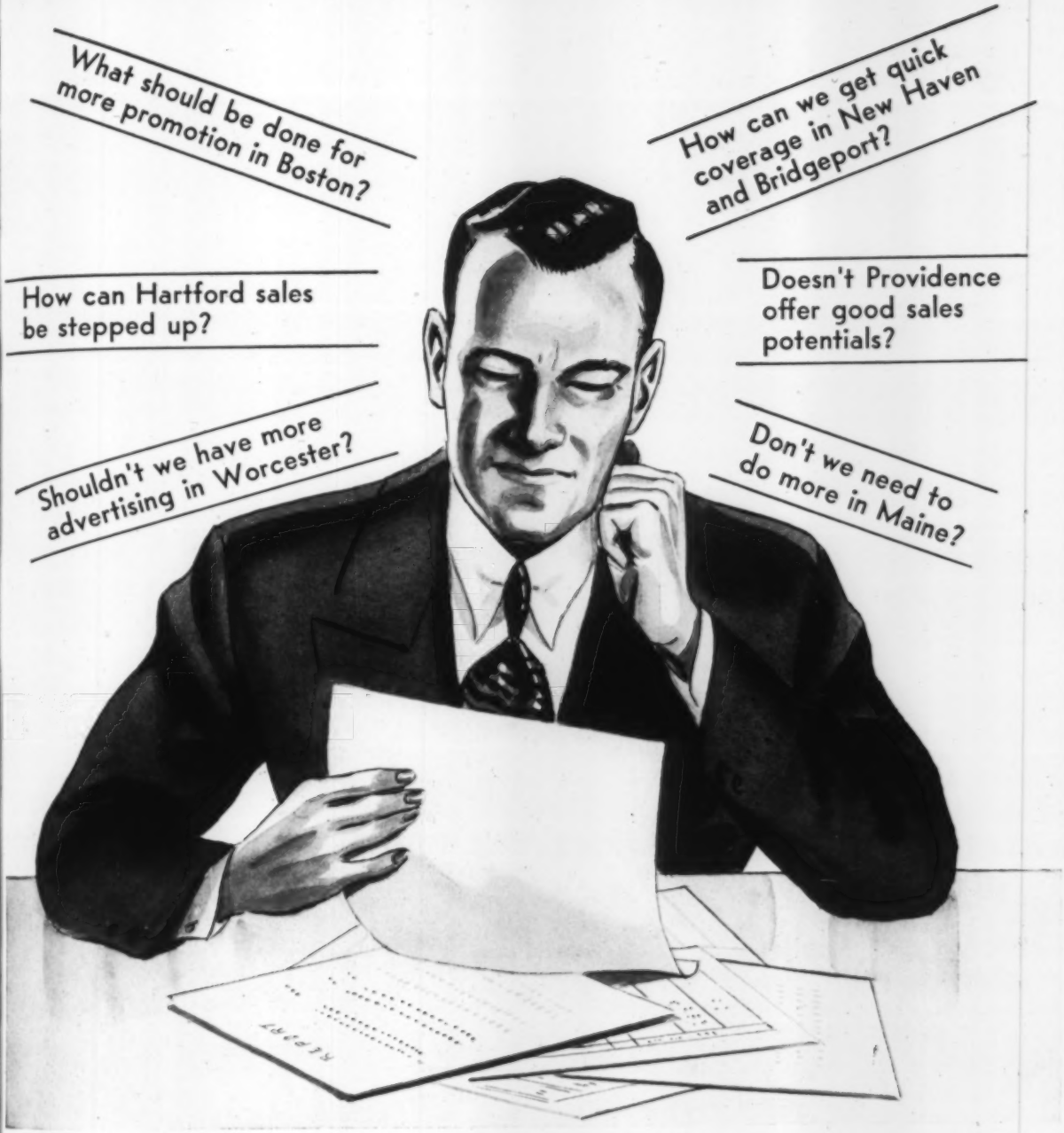
- H. P. Hood & Sons — $ 2,9[illegible]
- George A. Hormel & Co. — $ 306,6[illegible]
- International Silver Co. — $ 302,0[illegible]
- Knox Gelatine Co., Inc. — $ 7,5[illegible]
- Lady Esther Co. — $ 517,7[illegible]
- The Lambert Co. — $ 382,4[illegible]
- Langendorf United Bakeries — $ 11,6[illegible]
- Lehn & Fink Products Corp. — $ 221,4[illegible]
- Lever Brothers Co. — $3,056,9[illegible]
  - Spry, $650,802
  - Rinso, $1,954,475
  - Lux Toilet Soap, $842,138
  - Lifebuoy, $209,507
- Libbey-Owen-Ford Glass Co. — $ 111,[illegible]
- Liggett & Myers Tobacco Co. — $1,424,3[illegible]
  - Chesterfields, $1,332,833
  - Velvet Tobacco, $91,494
- Thomas J. Lipton — $ 184,1[illegible]
- P. Lorillard Co. — $ 19,2[illegible]
- Los Angeles Soap Co. — $ 99,4[illegible]
  - White King Soap, $82,897
  - Sierra Pine Toilet Soap, $16,952
- Luden's Inc. — $ 1,7[illegible]
- Mennen Co. — $ 106,6[illegible]
- Philip Morris & Co. — $ 855,1[illegible]
- National Lead Co. — $ 39,2[illegible]
- Nehi Corp. — $ 384,6[illegible]
- Noxzema Chemical Co. — $ 1,7[illegible]
- Paramount Pictures Inc. — $ 6,7[illegible]
- Peter Paul Inc. — $ 14,6[illegible]
- Penn Tobacco Co. — $ 408,2[illegible]
- Pepsi-Cola Co. — $ 165,2[illegible]
- Pet Milk Sales Corp. — $ 713,2[illegible]
- Planters Nut & Chocolate Co. — $ 12,2[illegible]
- Procter & Gamble Co. — $2,239,9[illegible]
  - Drene, $107,210
  - Teel and Drene, $316,295
  - Ivory, $459,606
  - Teel, $183,327
  - Crisco, $430,041
  - Chipso, $326,468
  - Oxydol, $317,020
  - Camay, $99,997
- Prudential Insurance Co. — $ 724,6[illegible]
- Pure Oil Co. — $ 98,0[illegible]
- Purity Bakeries Service Corp. — $ 89,9[illegible]
- R. J. Reynolds Tobacco Co. — $1,084,6[illegible]
- Rio Grande Oil — $ 3,0[illegible]
- Sealtest — $ 158,3[illegible]
- Sinclair Refining Co. — $ 185,8[illegible]
- Smith Brothers — $ 8,8[illegible]
- E. R. Squibb & Sons — $ 8,0[illegible]
- Stephano Brothers — $ 58,8[illegible]
- Sterling Products — $ 874,1[illegible]
  - Bayer Aspirin, $412,168
  - Ironized Yeast, $461,978
- Texas Co. — $ 911,4[illegible]
- Tidewater Associated Oil Co. — $ 16,0[illegible]
- Union Oil Co. — $ 19,9[illegible]
- U. S. Tobacco Co. — $ 400,1[illegible]
- F. B. Washburn Candy Corp. — $ 4,8[illegible]
- Wilmington Transportation Co. — $ 17,7[illegible]
- Wm. Wrigley Jr. Co. — $1,368,9[illegible]
- Political Advertisers — $ 535,4[illegible]

GRAND TOTAL — $41,055,6[illegible]

MBS Gross Billings

- Wander Co. — $ 536,0[illegible]
- Bayuk Cigars — 510,5[illegible]
- Gospel Broadcasting Assn. — 402,2[illegible]
- General Cigar Co. — 343,6[illegible]
- Macfadden Publications — 199,8[illegible]
- Richfield Oil Corp. — 197,3[illegible]
- General Baking Co. — 184,2[illegible]
- American Safety Razor Corp. — 158,9[illegible]
- Lutheran Laymen's League — 127,4[illegible]
- Wheeling Steel Corp. — 123,5[illegible]
- Gillette Safety Razor Co. — 114,7[illegible]
- Carnation Co. — 99,9[illegible]
- Ironized Yeast Co. — 99,7[illegible]
- Cudahy Packing Co. — 96,7[illegible]
- White Laboratories — 94,5[illegible]
- American Economic Foundation — 72,4[illegible]
- D. L. & W. Coal Co. — 70,5[illegible]
- Illinois Meat Co. — 68,6[illegible]
- R. B. Semler Inc. — 61,7[illegible]
- American Tobacco Co. — 50,0[illegible]
- Philip Morris & Co. — 45,0[illegible]
- United Air Lines — 43,0[illegible]
- Mennen Co. — 40,1[illegible]
- Griffin Mfg. Co. — 40,0[illegible]
- Howard Clothes — 40,0[illegible]
- Peter Paul Inc. — 27,0[illegible]
- National Refining Co. — 26,0[illegible]
- V. La Rosa & Sons — 25,7[illegible]
- Bell & Co. — 25,0[illegible]
- Young Peoples Church of the Air — 19,5[illegible]
- American Bird Products Co. — 18,0[illegible]
- Hartz Mountain Products Co. — 17,7[illegible]
- Philco Radio & Television Corp. — 16,0[illegible]
- Moody Bible Institute — 14,7[illegible]
- Paul F. Beich Co. — 13,6[illegible]
- Detrola Corp. — 13,6[illegible]
- Fidelio Brewery — 11,5[illegible]
- John B. Canepa Co. — 10,5[illegible]
- Paramount Pictures — 8,0[illegible]
- William Demuth & Co. — 4,9[illegible]
- Detroit Bible Class — 2,7[illegible]
- Nat'l Conference of Prayer & Evangelism — 1,9[illegible]
- Swift & Co. — 2,0[illegible]
- Maltex Co. — 1,9[illegible]
- El Paso County Board of Development — 1,0[illegible]
- Political — 293,0[illegible]
- Cooperative — 411,2[illegible]

GRAND TOTAL — $4,767,0[illegible]


What should be done for more promotion in Boston?
How can we get quick coverage in New Haven and Bridgeport?
How can Hartford sales be stepped up?
Doesn't Providence offer good sales potentials?
Shouldn't we have more advertising in Worcester?
Don't we need to do more in Maine?

THE answer to these . . . and to many other New England questions assailing sales managers is . . . The Yankee Network.

Consider . . . that The Yankee Network covers not one or a half dozen buying centers but ALL key areas . . . that The Yankee Network is the ONLY combination giving this COMPLETE coverage . . . that The Yankee Network's 19 local stations have long-established, community acceptance and consistent listenership that distant stations cannot achieve.

New England is an "A" market that merits a radio sales campaign in keeping with its size and buying power . . . on the ONE network that IS New England.

THE YANKEE NETWORK

21 BROOKLINE AVENUE BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

WNAC Boston
★
WTIC Hartford
★
WEAN Providence
★
WTAG Worcester
★
WICC Bridgeport New Haven
★
WCSH Portland
★
WLLH Lowell Lawrence
★
WSAR Fall River
★
WLBZ Bangor
★
WFEA Manchester
★
WNBH New Bedford
★
WBRK Pittsfield
★
WNLC New London
★
WLNH Laconia
★
WRDO Augusta
★
WCOU Lewiston Auburn
★
WHAI Greenfield
★
WSYB Rutland
★
WELI New Haven

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